



Electrical Merchandising

BELIEVES:

that electrical appliance manufacturers should standardize heater connector plugs and terminals. At present the major manufacturers each employ plugs and terminals of different design. This practice puts the user to much inconvenience and as a result appliances that should be in use are on the shelf.

Some years ago there was an even greater diversity in attachment plugs. We are all familiar with the benefit to the public, the trade and manufacturers brought about by standardization on the two-piece plug with interchangeable caps and bases.

The heater connector plug situation today calls for a similar intelligent standardization. Present practice constitutes a public nuisance and is a drag on the wider use of all portable heating appliances.

STANDARDIZE!

Electrical Merchandising

The Business Magazine of the Electrical Trade

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CONTENTS

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Of Industry Importance

Henry Ford's Message to Electrical Men	70
Give the Dealer a Break	69
Cleveland Spotlights the Customer	102
\$49 a Customer	97
Fair Season Is Here	108

Merchandising Methods

How Laube Gets Them In	78
Every Employee a Partner	94

Market Survey

Apartments to Let	90
-----------------------------	----

Radio

They Formed Their Own Chain	72
---------------------------------------	----

Refrigeration

How Dangerous Are Refrigerating Gases? by R. S. McBride	76
How to Make the Most of Your Refrigerator	82

Washers

Summer Sales Traffic	86
--------------------------------	----

Cleaners

More and Better Salesmen	85
------------------------------------	----

Oil Burners

Dividing the Job	98
----------------------------	----

Clocks

The Dealer Sells Electric Clocks	100
--	-----

Lighting

Prolong the Enjoyment of Your Garden's Beauty	101
---	-----

Window Display

The Quality of Charm	89
--------------------------------	----

News

Editorials	110
New Merchandise	114
Dealer Helps	120
News	121

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Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

SCREEN
GRID
RADIO

AUGUST, 1929

Electrical Merchandising

O. H. CALDWELL,
Editor

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Give the Dealer a BREAK

THIS magazine has frequently urged the electric utility companies to invent, evolve or borrow a definite merchandising policy, to commit the same to paper, and to publish it to the local trade as their credo and declaration of purposes. It is the opinion of this publication that right now is the psychological moment for such a formulation of utility policy.

The recent decision by a Philadelphia court (reviewed in *Electrical Merchandising* last month) will put an end to much discussion and agitation as to the legal and moral right of the utilities to engage in merchandising. It may, however, awaken the apprehension that this decision will be interpreted as blanket approval for any sort of merchandising practice the power companies may choose to indulge in. As this is most certainly not going to be the case a prompt and clear statement of central station merchandising policies at this time would allay much uneasiness and create a large measure of trade good will.

Our reason for this recommendation is that in a very great many cities and towns, the most effective hold-back factor in appliance sales development is dealer uncertainty as to central station policy. With the light company always threatening to break loose, and frequently doing so, in some weird and unforeseen way, the dealers are kept in a state either berserk or fearful—to the great detriment of both trade and public.

It has been suggested that if the utilities should adopt, publish and live up to a hard-and-fast merchandising policy as recommended, the local electrical dealers would immediately do all the things the utility bound itself not to do.

Who cares?

We beg to point out that when Stewart adopted his money-back policy, he had to compete with merchants whose only slogan was *caveat emptor*—that when Macy adopted his cash-on-the-counter policy he had to (and still has to) compete with firms which offer credit to every twittering sparrow in the park—that when Jordan Marsh advertised that he would sell any article as low as any other merchant in town, he had to compete with stores which regularly and maliciously featured loss-leaders as sucker bait.

Yet these great merchants did not falter in making their policies good nor did they fail because of them. Quite the contrary. Stewart, Macy and Jordan Marsh are among the greatest names in retail trade.

The reason is very simple.

When a merchant adopts a fair, clean policy and sticks to it, the public respects both it and him.

Not all of the public, of course. There are those who

would burglarize the baby's bank for a plugged dime in the hope that they might pass it at dusk to a nearsighted newsboy. But why worry about that? Because a mean motorist deliberately splashes mud on our pants are we thereafter to go without pants?

* * * * *

THERE is just one tenable reason why utilities are in the appliance business, and that is the public service. They are not in it to make money directly from appliances. They are not in it to drive out independent retailers and create an appliance sales monopoly. They are not in it, as so many people are in so many businesses nowadays, to give employment to idle capital. They are in it as a service to the public—for the purpose of demonstrating to the public the wide adaptability of electricity—for the purpose of making more readily available to the public the electrical means of additional economy, convenience, labor-saving and luxury.

We may be dumb, but it somehow seems to us that the utilities should assume toward others in the appliance business about the same attitude as a gentleman mastiff assumes toward a litter of new kittens he finds in his kennel. If he is truly a gentleman mastiff, and not some sort of lusty mutt of debatable parentage, he gently and harmlessly nuzzles the kittens out of his way and proceeds to wolf his victuals. He should worry about such competition!

* * * * *

WE REPEAT: the great external handicap of the electrical merchant today is his uncertainty as to his local central station's merchandising policy. He spends weeks or months working out a sales program. He invests in stock, advertising, display material and other preparation. And just as he is about to cash in, he finds himself stood on his ear, knocked for a goal and in danger of being hauled up before his creditors because of some totally unexpected and too frequently unethical central station "campaign" or policy—or lack of policy. His reaction is one of bitterness—his instinct is toward reprisal—his future activities are hampered and restricted by fear.

Obviously, this is neither right nor profitable. As we have said before, it doesn't make much difference what the central station policy is, provided it is a definite, fixed and known policy. And it should be a policy known to and approved by the responsible executives of the company. The electric utility is no more justified in employing a commercial manager who injures the independent merchants than it would be to hire a plug-ugly adjustment clerk to punch the noses of complainants.

HENRY



WHEN HE BUILT HIS FIRST CAR HE WAS IN THE ELECTRICAL BUSINESS

Henry Ford speaks not only as a great business leader and master of modern mass-production, but also as an old-time electrical man. He has watched the electrical industry almost from its beginnings, for he grew up as an electrical experimenter, studied electrical engineering, and was employed for many years as plant superintendent of the Detroit Edison Company. In fact all of Mr. Ford's early experimenting with gas engines and the construction of his first automobile were carried on in his home wood-shed while still earning his daily living in the electrical business.

Photo by
LAZARNICK

FORD'S *Message* to Electrical Men

"The biggest job before the utilities of the United States is to get electricity into the minds of the people.

The people always see when they are shown. GET ELECTRICITY ACROSS TO THE PEOPLE BY THE SAME WAY THAT AUTOMOBILES HAVE BEEN GOT ACROSS TO THEM. Create a desire for what electricity will do for them. They do not ask to understand the technology of electricity nor even the business phase of the industry. They need only be shown how tremendously much more electricity can do for them if they will only let it.

This does not mean propaganda of what electric companies have done and can do; you are not selling electric companies, you are selling electricity for what it can do in home, shops, on the highway or on the farm. The appreciation of which I speak must be implanted by doing, by supplying the power and letting it work. Corralling the sources of power and doling it out is not the way; we must provide power so lavishly that it will be cheaper to use it than not.

It is to be done by giving more and



"The electrical age is not in the future; it is here and now. We have only to extend its benefits as rapidly as we can. We know how. Let us do it."
—Henry Ford.

Underwood

more electricity for less and less money and by teaching how these greater quantities can be used profitably and with benefit in every direction."

From an interview with Mr. Ford,
in Electrical World, July 20, 1929.

(Right) An article in the June issue of Electrical Merchandising outlined the possibilities of reducing wholesale and retail distributing costs through voluntary association. The article here published gives the experience of a group of dealers in forming such an association.



Max Shore,
President, Radio
Vision Stores,
Inc., Chicago.

They Formed their OWN

*23 Chicago radio dealers combine
and without new financing earn
21 per cent net in three months*

By L. E. Moffatt

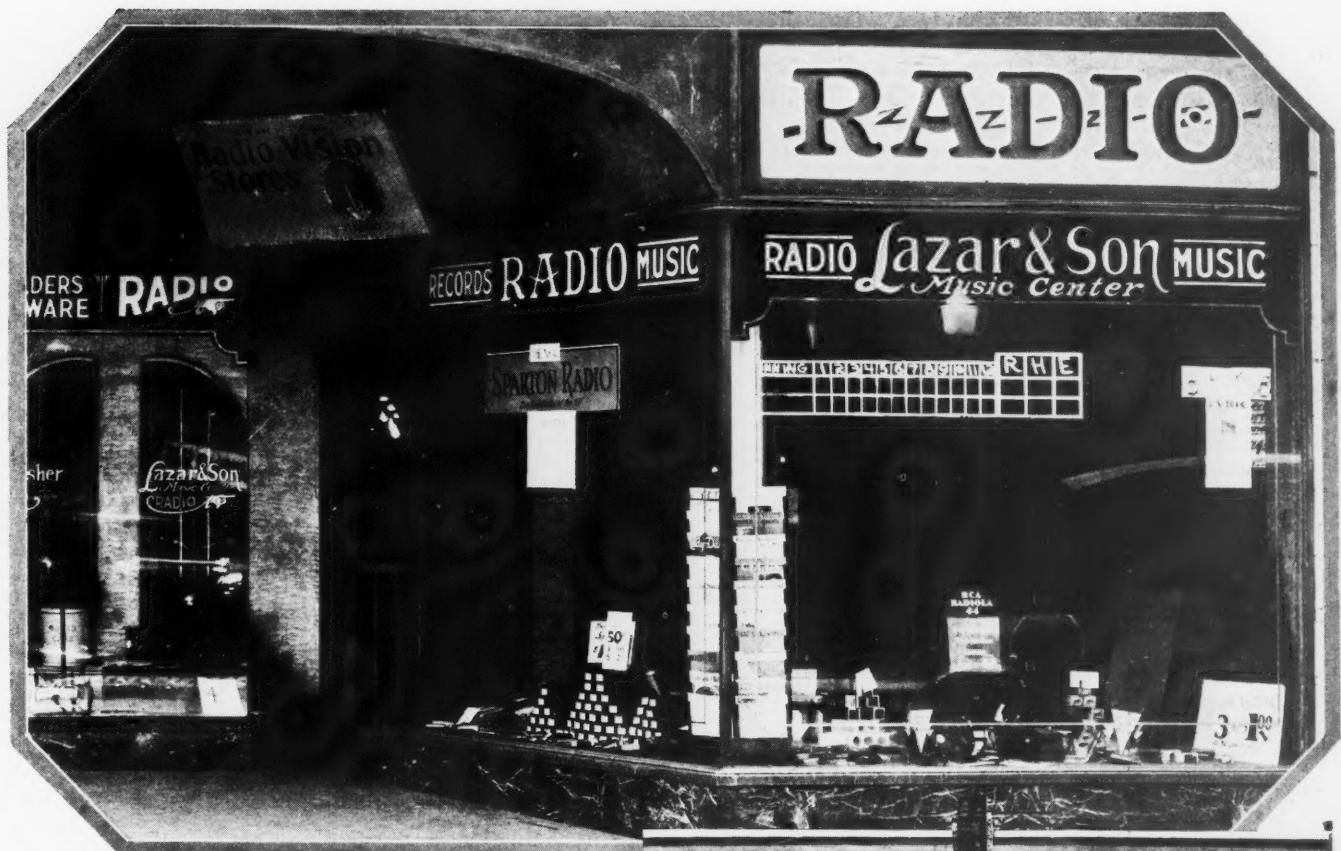
MAX SHORE was a successful radio dealer with a store on Halstead Street, Chicago. As everybody knows who knows Chicago, this is not a high-class shopping boulevard. In spite of this location, however, Shore had not only sold a lot of radio, but had drawn purchasers to his store from all sections of the city.

There had been a time when his sales could be vastly stimulated by 300 lines of advertising in the newspapers, when, according to his account, this amount of space would draw purchasers for 40 or 50 sets. But Max had become increasingly and unpleasantly aware of the decline in the pulling power of his advertising. Instead of the sales and profits which had once been created by the amount of space that he could afford to carry, it came to the point where sales from a particular advertisement

did not begin to pay for the cost of its insertion.

The reason was perfectly apparent to Shore, who is a keen student of his own and his competitors' business; he realized that the decline in the pull of his advertising was due to its being blanketed by the dominating space of his large competitors. When he opened his newspaper he reached his own ad after a succession of full pages and double spreads run by big firms in Chicago maintaining chains of radio stores. He barely claimed attention with his 300 lines and yet the volume of his business, actual and potential, did not in his judgment justify the use of larger space.

Naturally he began to wonder what was going to happen. Would his business dwindle and slip away from him, or, before this happened, would he, because of his record, be bought out by a chain and offered a job?



CHAIN



(Above) Typical of the clean, successful and well located stores that solved management, buying and servicing problems through forming the Radio Vision chain. By means of this consolidation costs have been cut, stability increased and net profits have reached a very high figure.

Neither one of these prospects were inviting, and knowing that other dealers in Chicago were faced with the same situation, he decided to talk the thing over with some of these other dealers.

He invited six of them to lunch and stated his and their situation with complete frankness. They all agreed that the picture was accurate, that the condition worried them, but what, they asked Max, could he do about it. While Shore had no clearly formulated plan, he knew that a means could be worked out whereby these dealers could pool their businesses and get more out of the combination than any one of them had been able to get from his own individual business. With the endorsement of the general idea and the encouragement of these dealers, he asked his lawyer, a good one, to outline a set-up under which a group of small dealers could combine their

business and operate for their common safety and profit.

The plan devised was this: a corporation would be formed for the purpose of taking over and operating existing and successful retail radio businesses. These stores would be bought by the new company on the basis of an exchange of stock for the *net worth* of each retail business joining, the net worth to be established by a firm of accountants and appraisers who would take inventory at current market value plus a conservative appraisal of store fixtures plus the accounts receivable, deducting from this total the accounts payable. Accounts payable and receivable to be taken over by the new company. Accounts receivable were taken at 100 per cent face value but under the guarantee of the respective dealers that any losses would be charged back.

The essence of the plan was that the net worth of the

stores taken over was the only consideration for which stock was issued. No provision was made or contemplated for promoters profits; neither Max Shore nor anybody else has taken out stock for anything that he did not put in.

The offer of participation was extended only to dealers selected by Shore and his original associates and believed to be doing a profitable business. Any dealer so invited had to submit his accounts to the study of accountants and appraisers and could be rejected if the accountants found that his business was not profitable. And get this other point—not only were there no promotional profits taken, but no weak stores were purchased which might be even a temporary drag on the undertaking. Only dealers whose current business showed a profit would be admitted. Out of a total of something like forty-nine dealers who were originally regarded as probable candidates for this consolidation, twenty-three dealers, operating twenty-four stores, were finally lined up.

They were pretty well scattered throughout the entire city of Chicago, with duplication of territory in only two or three instances.

The plan of operation centralizes the functions of buying, accounting, credit and collections, advertising, service and warehousing. The store owner who in the past has spent much, if not most of his time buying, supervising service, dealing with his advertising problems, trying to check credit and make collections, can now turn 100 per cent of his time to the vital matter of selling.

IN ADDITION to the profits on his stock holding, the store owners, now store managers, are paid in this way: Each store manager receives \$100 a week drawing account. Against this drawing is credited 2 per cent on the gross sales of his store and 12½ per cent of the net profit shown by his store.

Each of these store managers is, of course, a stockholder, and the stockholders elected a board of seven directors and the usual officers. At the first meeting after incorporation, Max Shore was elected president, not only because he has been a leading spirit in the consolidation, but because of the respect in which he is held by his brother dealers in this enterprise.

The response to the idea and the speed with which it was put through may be seen from the dates. The conference which Shore held with a half dozen dealers to broach a half formed idea was on Jan. 10. On Jan. 22 the complete plan was presented to a general meeting of forty-nine dealers. The incorporation took place on Feb. 9, at which time the twenty-three dealers who formed the consolidation were all set to go.

The operation began to function on that date, and since that time has been showing a steady increase in sales and efficiency of operation. The sales record is interesting. Sales from Feb. 9 to March 1, were \$111,503; March, \$158,441; April, \$156,783; May, \$192,778. Because of the inadequate records kept by the member dealers prior to the merger, these sales cannot be compared to sales for the same months of the preceding year by the twenty-three independent dealers. However, Mr. Shore assured the writer that substantial increases were noted in practically all the stores. With some of the stores the increases were as high as three times the preceding year's sales, although this is by no means the average. There is little question that the stores, operating as Radio Vision Stores, show a definite sales increase over the twenty-three independent concerns.

Net profits are also satisfactory. From Feb. 9 to

April 30, net profits, after deducting Federal taxes, as shown by the statement of certified accountants, were \$90,952.16. May profits were estimated at \$30,000, the exact figure not yet being made available.

This whole operation was set up and carried through without any financing whatever, not even bank borrowings by the corporation. The importance of this can hardly be overestimated. Because of the singleness of purpose of the organizers and because of the fact that all the stores admitted were operating profitably, the business has carried itself.

STRIKING economies have been effected in operation. There are fewer employees to the individual store and these employees are salesmen only. The stores operated for the first three months at an average direct overhead of 18.44 per cent. This, bear in mind, is a selling overhead, including only rent, light, heat, salaries and commissions. I was unable to obtain an accurate figure on the general overhead which includes advertising, warehousing, warehouse deliveries, administration and all other charges, but Mr. Shore estimates that it runs around 11 per cent, which makes the overhead of the entire operation slightly under 30 per cent.

As an evidence of the economies effected at once in this consolidation, Shore dwelt on the cut in cost of service. The twenty-three dealers regularly employed between 80 and 90 service men. Now, Chicago is a widely spread city and these dealers had sold radio sets not only in their own neighborhood but at considerable distances from their stores. And, as a consequence, their service men spent a great deal of their time motoring around the city.

Centralized service corrected this situation easily. The city is now divided into eighteen districts. Service calls are cleared at the main office and eighteen men handle the service of twenty-four stores more quickly and with greater customer satisfaction than 80 men did for twenty-three independent dealers.

Buying also shows economies. The advantage of buying for twenty-four stores is obvious, not only in quantity but in pooled financial strength. But in spite of the greater purchasing power given by the requirements of twenty-four stores there has been no effort to sidestep the wholesaler and buy direct from the manufacturer. Practically all purchasing is through the orderly channels of wholesale distribution.

IT SHOULD be noted at this point that the policy of these stores is one of price maintenance. Cut prices are not a part of their picture. There will naturally be clearance reductions, special buys of course, which is only good merchandising. But the merchandising policies of the chain is to sell standard and accepted makes of radio at maintained prices.

Central warehousing is another economy and results in reduced inventories. Quick warehouse delivery is a part of their system and store stocks can be cut down practically to sample displays. Because of the ample warehouse stock, prompt and satisfactory deliveries are made and the turnover for the whole operation enormously speeded up.

Advertising is an important part of the picture. Their advertising program at the present time calls for an expenditure of approximately \$8,000 a month on sales of less than \$200,000 a month. This is around 4 per cent of their gross business, but as half of this expense is

(Please turn to page 109)



A bulletin board for scoring, combined with a street broadcast of athletic events is guaranteed to draw a crowd and to familiarize the public with the store. Mr. Wilson himself (bareheaded in the center) takes part in these bulletins, which serve to put him on friendly terms with all who gather.

“Competing With” Downtown

THE SMALL business in the outlying residence district or suburban community frequently has a hard time meeting the competition of downtown stores and the tendency for people to do all important shopping “in the city.” The ability to get people into his store is what Hugh A. Wilson of the Wilson Electrical Shop of Seattle, Washington, believes is the reason for the success of his radio and electrical specialty business. The shop is located in the University District, virtually a small community in itself and in effect a suburb of Seattle.

“Of course, the suburban is expected to carry a quality and selection of merchandise and to render service on a par with the downtown store,” says Mr. Wilson, “But the problem principally is to get people into your store as often as possible.”

The main difficulty in achieving this end, in Mr. Wilson’s opinion, is the fact that there is little inducement for the public to come into the specialty shop except to make a definite purchase—there is no “browsing” such as is common in the department store, that sampling of the market without commitment which is so relished by the woman purchaser. Few people have the temerity to come into a small shop where they are in all probability the only purchasers at the moment, enjoying the full attention of the proprietor, just to “look.” It is important, therefore, that the small merchant make occasions to bring people into his store in just such a fashion.

Mr. Wilson is a member of the active commercial club made up of the merchants of the University district who have attempted to meet just this need. The organization has set aside a fund to pay for an advertising campaign in the Seattle newspapers emphasizing the advantage of buying in the University district specialty shops. Twice a year an “Open House” event is sponsored by the commercial club. The occasion is made a district holiday, with store decorations and street entertainment. Salesrooms are decorated in holiday attire, windows are specially dressed and various events are

staged to attract the public. Musical programs are arranged by various dealers and contests are held with attractive prizes and drawings to bring people out. Souvenirs are given away—and every effort is made to bring out a crowd.

THESE events are not particularly sales events—the merchants are holding open house and make it a point to welcome their friends and neighbors as guests rather than as customers. Here is an opportunity for “browsing”—the implanting of the idea in the shopper’s mind that he or she is welcome if no purchase is made.

The radio business offers other opportunities to make other than sales contacts. Mr. Wilson has a bulletin board for erection across the front of his store and on the occasion of any sports event of local or national interest, he stages an open air broadcast, with up to the minute bulletins, which always brings a crowd. These spectators are most of them not purchasers, but they become friends of the store; they come to look upon it as a place to drop in occasionally and know the proprietor as one of their friends. In case a customer does come while such a broadcast is in progress, he has no objection to making his way through a friendly crowd of college boys, whose enthusiasm for the broadcast is contagious.

In case of inclement weather, Mr. Wilson does not hesitate to move back the display tables and to make room for the crowd inside the store.

Church bazaars, district gatherings, political meetings, all may have the use of a radio instrument to provide music in intervals of entertainment by applying to the Wilson shop—indeed, Mr. Wilson goes out of his way to make the offer of cooperation. The result is that he is looked upon as a neighbor and a friend. He is proud of the number of people who come in to ask his advice on radio matters without making a purchase—and at the same time he is proud of the numbers of these neighbors who eventually become buyers in his shop.

The GASES Now In Use

*Complete listing of domestic units
with types of refrigerant employed.*

Manufacturer	Trade Name	Refrigerant
Belding Hall ElectrICE Corporation, Belding, Mich.	ElectrICE	Sulphur dioxide
Calvert Electric Refrigeration Co., Division of Poole Engineering and Machine Company, Baltimore, Md.	Calvert	Sulphur dioxide
Champion Electric Company, Chicago, Ill.	Electro Icer	Sulphur dioxide
Climax Electric Refrigeration Co., Clinton, Iowa.	Climax	Methyl chloride
Coldak Corporation, New York, N. Y.	Coldak	Ethyl chloride
Copeland Sales Co., Detroit, Mich.	Copeland	Iso Butane
Electro-Kold Corporation, Spokane, Wash.	Electro-Kold	Sulphur dioxide
Freezel Corporation, Gardner, Mass.	Freezel	Methyl chloride or Sulphur dioxide
Frigidaire Corporation, Dayton, Ohio	Frigidaire	Sulphur dioxide
General Electric Company, Cleveland, O.	G. E.	Methyl chloride
General Necessities Corp., Detroit, Mich.	Absopure	Ethyl chloride
Holmes Products, Inc., New York, N. Y.	Holmes	Methyl chloride
Hvid Ice Machine Corp., Chicago, Ill.	Snow Queen	Ethyl chloride
Ice-Berg Manufacturing Co., Gardner, Mass.	Ice-Berg	Methyl Chloride
Iron Mountain Company, Chicago, Ill.	Zerozone	Sulphur dioxide
Isko Company, Chicago, Ill.	Isko	Sulphur dioxide
Jack Frost Refrigeration, Ltd., Toronto, Canada	Jack Frost	Sulphur dioxide
Kelvinator Corporation, Detroit, Mich.	Kelvinator	Sulphur dioxide
Keokuk Refrigeration Co., Keokuk, Ia.	Keokuk	Sulphur dioxide
Narragansett Machine Co., Pawtucket, R. I.	Chilrite	Sulphur chloride
Norge Corporation, Detroit, Mich.	Norge	Sulphur dioxide
Servel Sales, Inc., Evansville, Ind.	Servel	Methyl chloride
Superior Iceless Refrigerator, Inc., Canton, Ohio	Superior	Sulphur dioxide
Trupar Manufacturing Co., Dayton, Ohio	Trupar	Sulphur dioxide
Universal Cooler Corp., Detroit, Mich.	Universal	Methyl Chloride
Warner Steel Products Co., Ottawa, Kan.	Surecold	Sulphur dioxide
Wayne Home Equipment Co., Fort Wayne, Ind.	Wayne	Sulphur dioxide
Welsbach Company, Gloucester, N. J.	Welsbach	Alcozol

How Dangerous

*A non-technical comparison
refrigerants used*

By R. S.
Consulting Chemical

CHEMICAL refrigerants have created considerable fear in the public mind quite unnecessarily. This fact is clearly proven by the research results available from Government sources to show that these materials can be properly used in household electric refrigerators without creating hazards to the public. Frank facing of a few chemical facts by refrigerator manufacturers is going to prevent the erecting of any more hurdles in the way of refrigerator merchandizing, such as those which have been unfortunately set up by the series of fatal accidents in Chicago.

There are four chemicals which require serious consideration at this time because of their wide-spread use. They are sulphur dioxide, ammonia, methyl chloride, and isobutane. Since methyl chloride is the culprit which has occasioned such unfortunate results in Chicago recently it is probably most convenient to consider the others in their relation to this compound. Isobutane vapor is not poisonous; there is no doubt, however, that both sulphur dioxide and ammonia are very much more poisonous than methyl chloride. It requires from 2 to 4 per cent by volume in the air of methyl chloride to be dangerous in a period of 30 to 60 minutes. From a quarter to a half per cent of ammonia and from four to five hundredths of one per cent of sulphur dioxide are equally dangerous. These facts are set forth on no less authority than a publication of the U. S. Public Health Service.

Some might conclude that it was much more dangerous to use sulphur dioxide and ammonia than to use methyl chloride. This conclusion is, however, contrary to the facts; these other two gases are strongly odored and give their own warning to the persons of the household when they escape from a refrigerator. In fact, even if a person were sound asleep he would be awakened by the action of these gases before he would be poisoned by them. Thus they are self-warning in nature, a consideration of very great importance to the refrigerator business. In sharp contrast with these facts one reads a conclusion of the Government investigation above referred to in the following highly significant paragraph.

"From these experiments it appears that methyl

are Refrigerating Gases?

*of the toxic properties of the
in domestic units*

McBride

Engineer, Washington, D. C.

bromide and methyl chloride, at least, and possibly ethyl bromide and ethyl chloride, do not possess sufficient warning properties to prevent serious voluntary exposure. To give a greater sense perception the addition of chemical warning agents to these compounds is suggested."

IT IS evident from this statement that some months ago the Government really issued a warning against just such combination of circumstances as occurred in Chicago. Unfortunately, this warning was not noted or not acted on promptly enough to prevent the deaths which have occurred. This warning contains within itself also a recommendation by which the danger can be adequately minimized. This recommendation is that chemical warning agents should be used with such a compound as methyl chloride.

UNQUESTIONABLY one of the most important results of such a Government investigation is going to be a study of warning agents to be used with methyl chloride and other non-odorous refrigerants. As yet the Government specialists are not able to make a specific recommendation on this point. They know of several very promising chemicals which they expect to test as warning agents. They point out, however, that a careful trial under conditions closely duplicating household refrigerator conditions must be made before anyone can say exactly how such warning agent is likely to behave.

The warning agents which will receive most serious consideration may be either merely odorous, or they may be of an irritating type. The violently and unpleasantly odored mercaptans and the unsaturated hydrocarbons like amylene, belong in the first class. They give prompt notice of their presence by extremely distasteful smell. But they would probably not wake a sleeping person. To accomplish this one needs a lachrymatory or sternutator, as the tear gases and sneeze gases are called. They are irritating to the nose and lungs and would cause the person to be awakened by sneezing or weeping before the concentration of the refrigerant vapor is sufficient to do him harm.

THE relation between poisonous and irritating concentrations can well be illustrated by the properties of sulphur dioxide, the most widely used refrigerant. As little as 10 parts of this vapor per million parts of air will cause violent coughing. A concentration of 100 parts per million simply cannot be tolerated by the human system. As was remarked by one officer during some tests on irritating gases—"It doesn't make any difference what you are thinking about when such gas hits you. Your one idea when it strikes, is to get somewhere else." Sulphur dioxide has this property in concentrations which are probably not over one-tenth as great as those which will, according to Government findings, give "slight symptoms after several hours," or which represent the maximum amount which can be tolerated for prolonged exposure without serious physiological effects. Hence, it is evident that sulphur dioxide stirs up trouble with the household's personal comfort long before it is likely to give permanently serious consequences. Ammonia, though less violent, is probably almost equally vigorous in the warning which it gives.

IT IS of special interest to the retailer of electrical equipment to know the important distinction which should be made between single-unit household refrigerators and the multiple-unit systems sometimes installed in apartment houses or the huge industrial refrigerator systems used commercially. The amount of chemical which can escape from a single-unit box in an apartment or house is small. In the multiple-refrigerator system of apartment houses, however, the entire refrigerating charge from 50 to 100 boxes may escape into a single apartment if a large leak happens to occur there in the circulating system. One Government specialist, commenting on this matter, pointed out how much greater the danger is with the multiple-box system under these circumstances.

The question of toxicity is not the only one which deserves consideration; because the flammability of leaking refrigerants is potentially a hazard also. Isobutane, which is in reality a highly volatile gasoline, and methyl chloride, which mixed with air also will form explosive mixtures, are subject to some criticism on this score. In order to reduce the flammability of methyl chloride it is not uncommon to use some methyl bromide in the refrigerator mixtures; but this, unfortunately, though lowering the flammability materially, raises the toxicity of the vapor, since the bromide is nearly ten times as poisonous as the chloride. Those commenting on this point have often brought out the fact that if these refrigerants are made highly odorous by use of a warning agent they will undoubtedly spread

(Please turn to page 124)

How

Laube



G. Fred Laube, President Laube Electric Corp., Rochester.

GETS Them

What must the electrical contractor-dealer do to keep up with changing conditions in the appliance business? Last month Russell Morrison, Easton, Pa., gave his formula "Concentrate on major appliances!" G. Fred Laube, Rochester, N. Y., finds the answer in greater store traffic and more store sales.

By Laurence Wray

FRED LAUBE was busy. Nothing unusual about that. For the past 23 years Fred Laube has been busy. He used to be a wiring contractor with a little shop on a side street in Rochester, N. Y. Today he is president of "Rochester's Electrical Department Store," one of the most unique and successful appliance stores in the trade. Fred Laube counts it a poor year when his gross business is not well over \$400,000.

All in keeping busy.

"What," I asked Mr. Laube, catching him in one of his less busy moments, "What must the electrical contractor-dealer do to keep pace with changing conditions in the appliance business?"

"First and foremost," he replied without hesitation, "he must study his market. He must give the public

what they want. When a staple commodity does not seem to be going very well and sales are falling off, keep it in stock but don't give it too much space.

"Watch what people are buying in other businesses besides your own. When a certain commodity appears to be enjoying a considerable popularity, *push it*. Find out what the public wants and then keep it before them all the time. That's where your volume lies."

"How do you find the ratio of contracting to merchandising compares with five or ten years ago? Are you doing less contracting?"

"Less contracting? Contracting has always been an important part of our business," he said, "and instead of falling-off it increases nearly every year. We have something like \$300,000 worth of contracts for wiring on hand at present. Some of these are big jobs, of





Laube believes in having a great quantity of merchandise on display as the picture of his present store (left) reveals. Laube has always employed this principle as shown by the picture below taken nearly fifteen years ago in his original store.



IN

course,—a theater, a church and parochial school and a hospital."

IT IS a curious fact that despite the growth and change in the merchandising end of the Laube Electric Corporation, that contracting should still provide the bulk of his annual volume. Appliance sales for 1928, exclusive of refrigeration, Laube said, amounted to approximately \$125,000, whereas his gross volume is about three and a half times that figure.

But contracting has always been the basis of Laube's business. From those first days in 1904 when he opened his little shop, the reputation of his company has been more deeply impressed on the public of Rochester with each succeeding year. In those early days Laube had found that fixtures seemed to go naturally with a wiring business. He found that the fact that he kept a stock of fixtures on hand increased his wiring business and it was but a short step from there to the installation of lamps and household appliances.

About ten years ago Laube decided that his business, comprising a fair-sized stock, was being seriously hampered by his out-of-the-way location. He

Rochester's Electrical Department Store

Mother's Day Specials
at Laube's

Laube's, because of their appropriateness and greed in honor of the occasion, presents gifts for Mother that will remind her of your thoughtfulness for years to come.

Wrought Iron	Bridge Lamp	\$2.49
Antique Gold	Bridge Lamp	\$3.95
Waffle Iron	Toaster	\$1.00
FREE PARKING	Laube	Electric Corp.
338 Main Street East		
WHIRL, BATH, OIL BURNERS, FIXTURES		

Laube advertises "specials" frequently.

Rochester's Electrical Department Store

Economical Summer Necessities for the Home or Cottage

A clearance Sale of popular priced lamps and shades and to equip your summer home or cottage with new conveniences at remarkable savings.

LOT NO. 1

BRIDGE LAMP
(complete with shade)

MOTOR JUG
(For picnics, etc. keeps food or liquid hot or cold)

FLASH LIGHTS
(Complete with batteries)

HOT PLATES
(One burner guaranteed)

LOT NO. 2

BRIDGE LAMP
(Wrought iron complete with shade)

MOTOR JUGS
(Seal packed, keeps foods or liquids hot or cold)

FLASH LIGHTS
(Extra fine quality, "Romatic")

PERCOLATORS
(Five and seven-cup aluminum)

LOT NO. 3

FLAT IRON
(Domestic electric guaranteed)

TOASTERS
(Electric, "Star-Rite" guaranteed)

END TABLE LAMP
(Complete with shade)

BOUDOIR LAMP
(Complete with silk fringe shade)

WROUGHT IRON LAMP
(Complete with shade)

LOT NO. 4

BRIDGE LAMP
(Early American steel lamp, imitation whale oil burner design)

TOASTERS
(Electric, complete with cord)

HOT PLATES
(Two burners, guaranteed)

FLAT IRONS
(Rochester and Westinghouse, guaranteed)

FREE PARKING

Laube **Electric Corp.**

338-40 Main E. Stone 104

WIRING — APPLIANCES — RADIO — FIXTURES — OIL BURNERS

had just added a motor repair department among other things and he determined that so versatile and growing an establishment well deserved a more central location. So Laube moved to Main Street.

From a single store he expanded into the rear of one next door in order to open a fixture show-room. Finally, with a diversified line of products to be sold apart from his contracting business, Laube conceived the idea of an electrical department store. Separate departments for Appliances, Fixtures, Lamps and Wiring Supplies. He took over the entire store space next door and consolidated the two.

WITH the establishment of the department store idea Laube became interested in every type of existing electrical appliance. When the washer and later the refrigerator were in their infancy, Laube was one of the first dealers to pioneer their use.

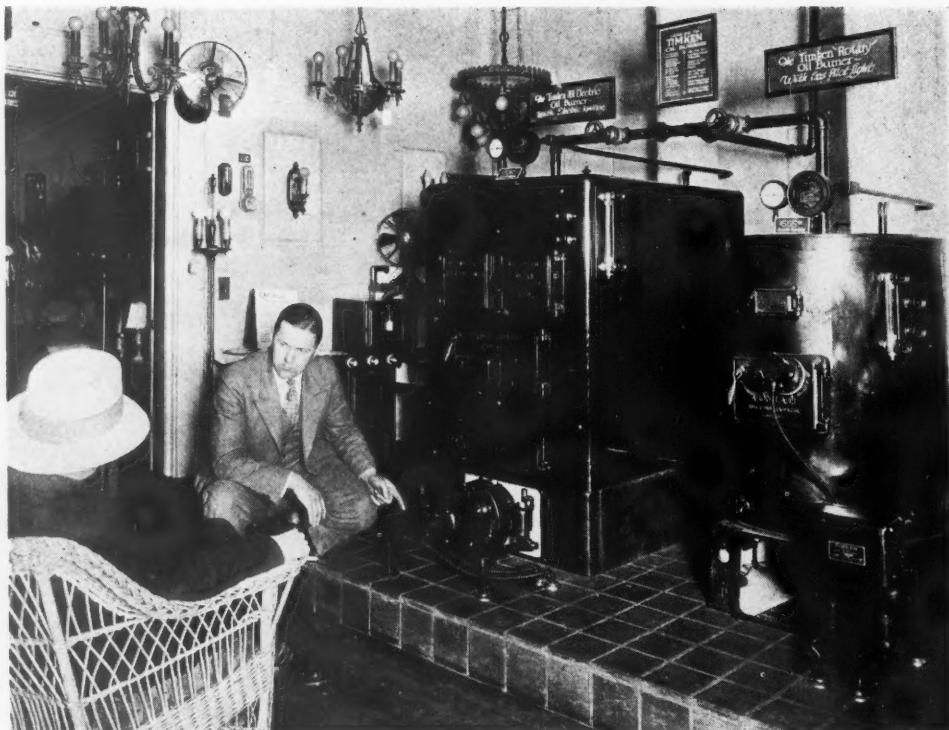
The advent of radio found Laube interested, as usual, but careful. Many dealers were rushing in to lay up a large stock of radio parts. But Laube sensed that radio was more than a get-rich-quick commodity that would come and go. Changes would come about rapidly in the infant industry until the inevitable stabilization set in. Two years later, Laube stocked radio in completed sets, adding another department to his store. Today the Laube Electric Corporation do a large business in radio and stock three complete lines of receivers.

In his twenty-five years, then, Fred Laube has passed through most of the vicissitudes that beset the contractor-dealer in wresting a profit from the electrical business.

"I think diversification of products is one of the most necessary elements of an appliance business," Laube said, "it not only leads to more sales but customers naturally think of the store when they need anything in the electrical line. It stands to reason that if you have a big display of merchandise, radio, refrigeration, ranges, washers, cleaners and all the smaller household appliances, that the customer is going to stop and look it over even if she came in with the intention of buying only a length of cord."

Laube has carried diversification to its extreme. While he maintains a department completely equipped to sell and install oil burners his newspaper advertising proclaims in broadsides that a sale on \$1 bridge or table lamps is in progress.

"There is no reason why a store of this kind cannot merchandise much in the same manner as a regular department store," Laube explained. "When I can buy bridge lamps or some such article in quantity lots at a cheap price, I advertise the event and let my customers in on the sale. It serves a double purpose, too. Those people that come in to buy a dollar lamp stay to look over the radio sets or the washers. Looked at in any way it is a legitimate and necessary merchandising activity."



Laube has sold 16 oil-burners since installing a complete department in February. He took over an existing distributor and services all past installations.

"First get the people in the store and then see that there is plenty to engage their interest once they are inside.

"The principle of giving the people what they want and keeping it before them all the time, to my mind, is the most important thing that the electrical merchant must do," said Laube, "But at the same time he should not overlook the volume and profit that goes with the sale of all appliances—the major devices especially.

"A definite amount of promotional work is necessary in order to get a share of this business which means adequate demonstration and sales effort."

Although Laube keeps outside salesmen working on radio, refrigeration and oil-burners, he is opposed to high-pressure house to house canvassing of the cold-turkey variety.

"**T**HERE is one thing I have noticed," he said, "that is significant of the change that has taken place in the electrical contractor-dealer business in the past few years. Selling even of major appliances is becoming more and more a store operation. Perhaps, you remember a few years ago when the sale of washing machines was accomplished chiefly through specialty organizations or manufacturer's representatives who flooded the field with house-to-house men and canvassed for orders.

"The appliance was not a staple product at the time, of course, and a certain percentage of the sales could always be effected. But in the final analysis, the business is reverting to the establishment that has a fixed reputation in the community. More and more, people want to know the house with whom they do business."

Laube pointed out that his oil-burner business was a case in point. He keeps two men on outside sales because the oil-burner is still in need of definite promotional activity to create sales. These men work on straight commission and have accounted for the sale of 16 burners since Laube first took on the line in February.

Taking on a line of oil-burners was one of the shrewd



Three different makes of radio receivers with more than two dozen cabinet models on display comprise the radio department of "Rochester's Electrical Department Store."

moves made by Laube to make his establishment more completely the "Electrical Department Store." The business was an established one in Rochester when Laube wrote the manufacturer and suggested that instead of operating a separate agency in the city that he turn over the franchise to him. Also when Laube took over the sales of the oil-burner he took over the service records of all the customers that had been sold that line of burners in the city. A careful check is kept on their installations and Laube's own service men attend them when necessary.

ONE chief reason for Laube's outstanding success as a merchandiser of electrical appliances is that he has borrowed ideas and methods from other lines of retail business and put them to work. He has borrowed methods largely from the successful department store. His store is laid out along approved methods of departmentalization and every branch has a separate department head who is responsible for the sales and operation of his particular department.

L AUBE is a great believer in display. On entering his store one is struck by the quantity of merchandise displayed. On the right hand side nearest the door is the radio department with at least two dozen cabinet models and several table models. Down the aisle from the radio department, separate divisions are given over to washers, cleaners, ironers, refrigerators, ranges, and oil-burners. Throughout the entire store fixtures greet the eye. Instead of relegating them to one room for display, Laube has the entire floor strung with every conceivable type of fixture. More display.

The entire left-hand side of the store is given over to the lamp department and the smaller appliances. Here Laube's merchandising acumen is apparent. Open tables are filled with wiring equipment and accessories with prices plainly marked. Toasters, percolators, and waffle-

irons all have their separate table with a large placard announcing special offers. Among these small appliances Laube has stocked non-electrical equipment — thermos bottles, motor jugs, small china-ware and glass knick-knacks. All of which keeps the customer interested and helps bring them in.

His advertising is along the same line. Half-page and full-page spreads announce that a sale on bridge lamps or some such small item is in progress.

"The real value of such advertising and of having a quantity of these items in stock," said Laube, "is that it keeps the people coming in the store and accustoms them to watch for opportunities to buy cheaply. Our activity at the present time will illustrate my point."

Apart from the quantity of bridge lamps retailing at one dollar that were displayed throughout the store, Laube

had bought up a stock of small glass table lamps which were also advertised at one dollar.

At the time the writer was in Rochester the Elks were holding a three-day convention. The city was plastered with welcoming signs and all the wide-a-wake merchants were tying in on the increased trade that resulted from the convention. The local Chamber of Commerce had also instituted a "Shop in Rochester" week which was being given considerable emphasis.

Laube missed neither opportunity.

The right hand window of his store was filled with the \$1 glass table lamps. They were attractively arranged and the price prominently displayed. In the background a large sign bore the inscription, "This is Shop in Rochester Week," while in the foreground a message of welcome was devoted to the visiting Elks together with an invitation to take home with them one of the attractively-priced lamps as a souvenir of their visit.

The left-hand window of Laube's store was papered up and a large sign informed the public that in a few days they might see there the first of the new screen-grid radio models handled by the Laube company. These are all legitimate methods, of course, to arouse public interest and attract attention. The devices have been used by different types of retailing establishments and have proven value.

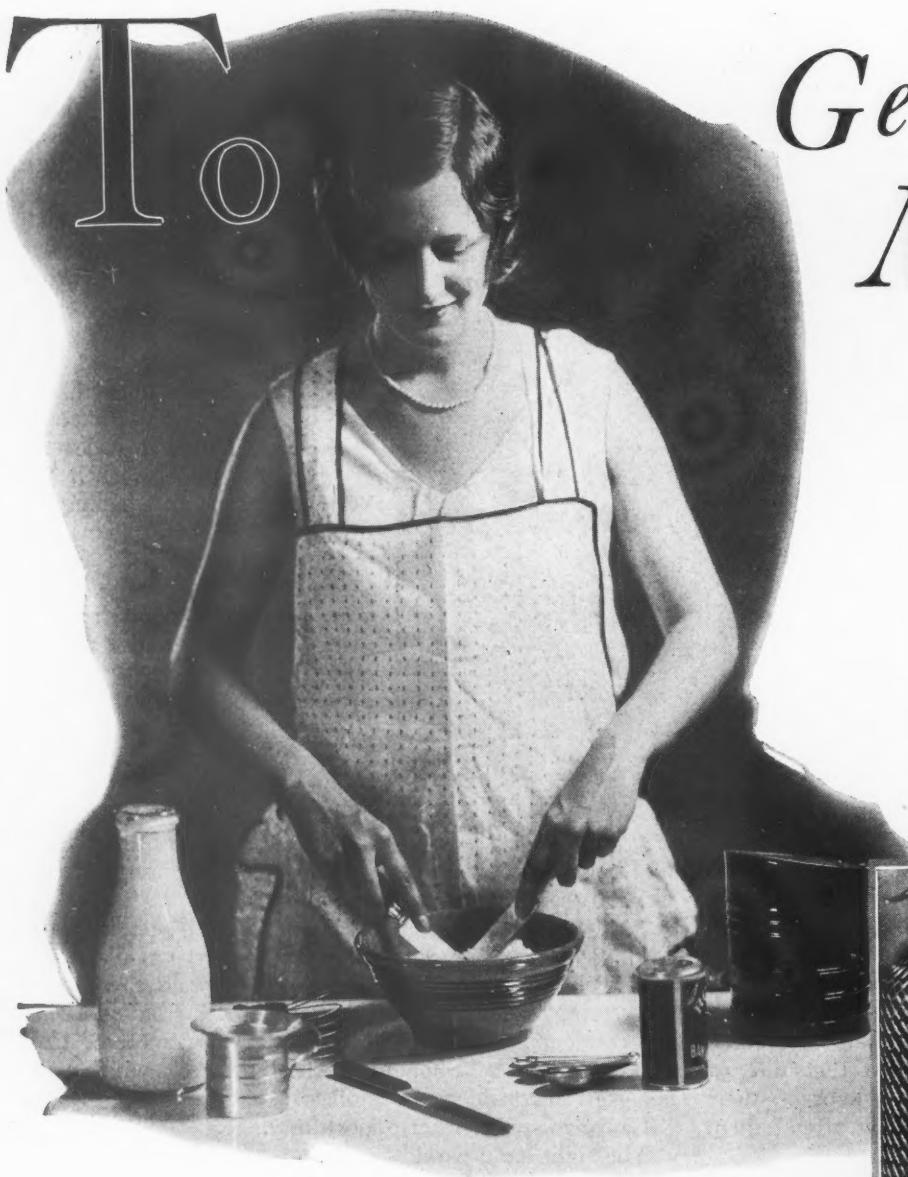
Laube, however, is one of few electrical contractor-dealers that have turned them to real advantage in the appliance business. The average dealer seems to have the notion that selling electrical appliances is a process quite foreign to other businesses.

THE lesson that the electrical dealer can take from the Laube business is contained in Laube's own admonition: "Diversify your products and put the greatest amount of sales and promotional effort in those electrical appliances that the public want. That's where the volume lies!"

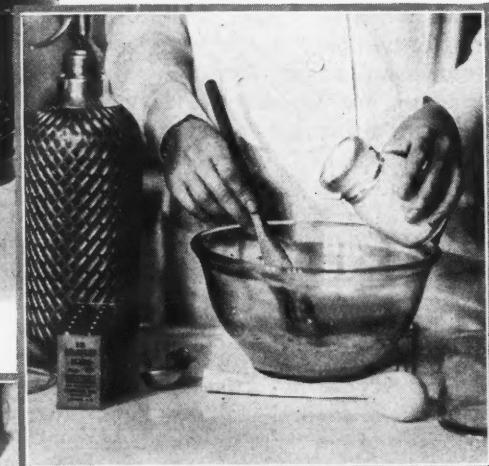
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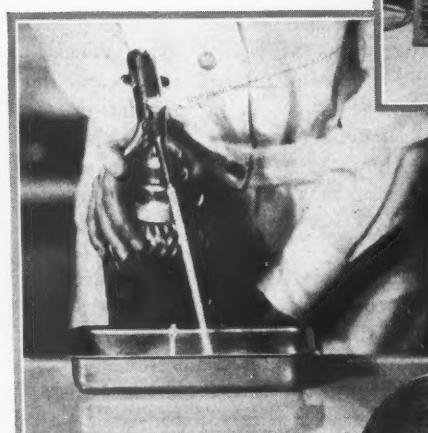
*New uses in food
electric refrigerators
well-run*



Biscuits and cookies can be made at a minute's notice when the dough, already mixed, is peacefully reposing in the refrigerator's icy depths. And ice cubes provide the ice water so for delicate, flaky pie-crust.



In refrigerator accessories like the Sparklet Syphon pictured above and the new Gardner freezer of the General Electric Company, below, ice creams and ices of fine flavor and texture can be easily and simply and inexpensively made.



WHEN the electric refrigerator was first introduced as a practical household appliance, consumer appeal was concentrated on its dessert-making qualities. This appeal was effective. In fact, it was so effective that "electric refrigerator" became synonymous with "frozen dessert." But the broad, general and more important function of the refrigerator as a food preserver, was lost sight of. The refrigerator therefore, to many people, became a luxury instead of a necessity. More recently, educational material issued by manufacturers and other agencies has subjugated the luxury appeal to that of food preservation, with, certainly, more constructive results. This health and food preservation appeal laid a good foundation for the various other services afforded by mechanical refrigeration.

One of the early evils in the frozen dessert appeal and which is now being remedied rapidly, is the distribution of indifferent and insufficient information on the preparation of frozen desserts. Unfortunately, when this luxury appeal was first launched, the impression given the customer was that a wide

Refrigerator

*preparation that make
indispensable to the
modern home*

By
Florence R.
Clauss

*A generous supply of
ice cubes, either plain
or of frozen fruit
juices.*



*What shall we have
for dessert is a question
the electric refrigera-
tor can always solve.*

variety of frozen dishes, regardless of type, could be easily and successfully prepared in the electric refrigerator. To the dismay of every one concerned, this proved to be a fallacy. Regardless of the alluring recipes placed in the customer's hands, such desserts as sherbets and ice creams, simply wouldn't materialize in the form shown in the attractively-colored illustration in the recipe sheet. Neither did these desserts have the fine, smooth texture that was expected of them.

Some of the manufacturers engaged home economists to study the subject and to work out a series of recipes that the average housewife could successfully use. The women's magazines and housekeeping institutes took up the matter and frankly stated the limitations of iced dessert under methods directed in many of the recipes. It was pointed out, in the first place, that to obtain a sufficiently low temperature in the freezing compartment to make possible the freezing of some desserts, such as sherbets, necessitated the resetting of the thermostat for a lower temperature than that required for proper food preservation. To advise housewives to regulate the control mechanism themselves was inviting disaster. The service man must be called in to make this adjustment. In lowering the temperature of the freezing compartment a corresponding change is made in the temperature of the food compartment and in the consumption of electricity as well. However, to many housewives this resetting is well worth while since it makes possible the preparation of so many tempting salads.

As an approach to the temperature regulation one large manufacturer has equipped its product with a Cold Control, similar in operation to the well-known

oven heat control found on electric and on some gas ranges. Through the use of this device, the housewife may regulate the freezing mechanism to supply the temperature required for the freezing of any special dessert.

It is pointed out by home economists that a smooth-textured ice cream cannot be obtained by freezing only. Ice cream mixtures, to give good results, must be stirred or agitated at intervals. It is evident that the shortcomings of ice cream making in the electric refrigerator, under the directions heretofore issued, have been fully realized by manufacturers for there is appearing on the market auxiliary equipment for the making of ice creams and sherbets. The General Electric Company, is introducing for use with its electric refrigerator, a small, non-electrical ice cream freezer, and a great many other manufacturers and sales agencies are adopting the Sparklet Syphon to round out the facilities afforded by their refrigerators. The General Electric Company, it is understood, is preparing an elaborate campaign for the marketing of its little Gardner ice cream freezer. It is called the Half Minute freezer and at the present time, is being sold only through General Electric Refrigerator distributors and dealers. It is not intended as a premium but will be sold outright as a refrigerator accessory.

Another accessory, contributing to the success of frozen desserts, is the freezing mold. One set of these molds, now being offered by many refrigerator sales companies, contains two large molds, a border mold and a solid mold, for ice creams or salads, also eight small individual molds. These molds are made of copper, heavily tinned and are designed to fit the freezing compartment of the refrigerator. The set retails for about \$6.

OF ALL the refrigerator accessories on the market, perhaps the one creating the greatest single source of interest in the refrigerator is the Sparklet Syphon, which has had a general introduction to refrigerator companies and central stations throughout the country. Some of the companies are offering the Syphon as a premium while others are selling it outright, as merchandise.

As an item of sale, it is profitable in direct financial return. But perhaps its greatest value lies in its genuine appeal to women and to its success in bringing them into the store for a demonstration of beverage and dessert-making features and later for refills or bulbs. In any case, it is a goodwill item and gains wide interest among women. It has been used successfully in house-to-house selling of all types of appliances to gain the attention of the housewife and give opportunities for a survey of a home's electrical equipment.

The Syphon will provide a supply of carbonated water. Ginger and fruit syrups are sold by the Sparklet company, for the making at home of ginger ale and other carbonated beverages. Ice creams made with the Syphon are delicious as are also waffles. In making ice cream, the mixture is poured into the Syphon and charged or aerated, after which it is siphoned out of the Sparklet container into the freezing trays of the refrigerator. The mixture is frozen, under ideal conditions (a temperature of 18-20 deg. F. in the freezing compartment) in about five hours. No stirring of the mixture is necessary and no attention is required other than placing it in the ice compartment of the refrigerator. Ice cream made in this way will remain frozen and will retain its consistency,

of texture for at least a week, providing it is kept in the freezing tray, after the freezing period, with the tray covered and the refrigerator in operation. The ice cream mixture, including a half-pint of cream, an egg, sugar, and flavoring, aerated in the Syphon, will make 1 qt. of ice cream at a cost of about 42c. But it is really *iced cream*. It is claimed to compare with caterer's ice cream in delicacy and flavor.

IN EMPHASIZING the facilities afforded by the electric refrigerator in the making of frozen desserts, more definite information should be given housewives about the various types of desserts and their method of handling. Different ingredients are used in different frozen desserts and methods that are successful with one recipe will not be satisfactory with others. For example, mous-
ses, frozen fruit salads, parfaits, etc., can be frozen in the ice trays of the electric refrigerator without any stirring whatever during the freezing process. This type of mixture does not become crystalline with standing and need not be used immediately. Sherbets, on the other hand, and plain cream or custard ice creams must be stirred or beaten. Sherbets are made from fruit juices, with some other ingredients. The mixture is partially frozen in the freezing compartment, after which it is removed from the tray and beaten, and cold whipped cream or white of egg added. The entire mixture is then frozen, usually without further stirring. The texture of a sherbet, made after this method, is distinctly different from that made in a freezer or from the commercial product, but is not in the least objectionable and is unusually refreshing on a hot day.

Delineator Home Institute, where refrigerator desserts and, of course, all types of recipes, are constantly being tried out and perfected, points out that plain creams or custard ice creams, made in the automatic refrigerator, must be stirred or beaten more than once. These mixtures, too, are quite different in texture from the freezer product, but are very satisfactory and their slightly coarse texture is not disagreeable. For children, they give easily-digested, milky ice creams and fruit juices,—foods that are not always appealing in their natural form.

DISCUSSING frozen desserts, the *Delineator* makes these pertinent comments: First obviously, the temperature in the freezing compartments must be satisfactory for the freezing of desserts. This temperature, it is pointed out, varies with the ingredients in the mixture to be frozen. Sugar influences the freezing temperature greatly; the sweeter the mixtures are, the lower the temperature required. It is advisable to check freezing compartment temperature to insure having a certain dessert ready in four to five hours. If the freezing compartment registers 18 to 20 deg. F., it is reasonably sure that most mixtures can be frozen, while a slightly higher temperature is satisfactory only for the less sweet mixtures. With a temperature above 22 or 24 deg. F., beware of using too much sugar.

The length of time required for freezing depends upon the temperature of the freezing compartment, upon the ingredients in the mixture and upon the quantity made. To freeze a large amount in a hurry, use two or three trays and put only a little in each. At the Delineator Home Institute a pint of sherbet has been frozen to a satisfactory consistency in less than two hours, using a freezing compartment which registered 18 to 20 deg. F.

(Please turn to page 124)

More and Better SALES MEN

How Divisional Manager for cleaner concern got out of the red in 60 days

TEN MONTHS ago "Cy" Regan was a rookie cleaner salesman, pounding the hot pavements of New Orleans. Three months later he was a field supervisor. The middle of February, this year, Eureka gave him the managership of the Southern Indiana territory with headquarters in Indianapolis. Fort Wayne and Louisville (Ky.) are included in this grouping which embraces approximately 380,000 families.

During 1928 this division showed a \$30,000 loss. Total sales for February were 96 units. March orders jumped to 363, April contracts numbered 496, May 610, June 743. Sixty days after F. B. Regan took the helm the Indianapolis office was out of the red. At its present rate 1929 vacuum cleaner sales will be seven times those for '28.

What magic alchemy was applied to this situation to produce such a startling change? And what of the type of management that can command these results?

The answer is found not alone in the man and his practical training but in the adaptation of certain fundamentals in specialty selling, the chief of which is "Manpower."

REGAN jumped the sales organization from 15 to 46 men in less than 30 days—and he improved the breed. Then he doubled output per individual by means of his "pivot man" system. More men, better men, increased sales efficiency—that's the explanation as Regan himself gave it.

He got more men by advertising for them in the newspapers. These two-inch insertions stated plainly the nature of the job. He automatically weeded out the floaters by a simple little expedient which he calls "Sixty Blocks Out." Instead of establishing a downtown hiring headquarters he rented a corner in an appliance store, 60 blocks south of Monument Square, and another desk in a dry cleaning establishment, 60 blocks north.

"The idea being that only those with grit would take the trouble to look me up," he states. "Furthermore many who did apply owned cars, they were the 'community' type—and that's what I wanted."

Regan still conducts these weekly interviews. It is a permanent part of his plan to maintain the necessary manpower balance.

THE next step, after the necessary training period, is to keep the good men happy. Here is where the pivot man begins to function. Exclusive territories are granted. Salesmen who have made good are quickly promoted to the title, and responsibility, of "pivot man." As one pivot man never has more than four salesmen

under him the opportunities for quick advancement, with its overriding commission of \$2 per cleaner, is a real factor in holding men and getting them to give of their best.

The rookie then not only sees this definite objective but he discovers that he has actually sold at least one cleaner, sometimes two, the first week.

"We never let worthwhile men starve. It's a little secret I share with my 'pivots' that the recruit must get a commission check at the end of the first week. If necessary his pivot man finds the prospect and closes the order with the newcomer."

Another precaution toward the same end, that of avoiding a wrong start: The men solicit demonstrations, not sales. After the fourth "trial" cleaner is placed the pivot man verifies the character of these first prospects. This serves a three-fold purpose. It protects the company and its new representative against wasted effort and it gives the supervisor an opportunity to help his lieutenant at a time when help is most needed.

Each pivot must report at headquarters each morning. He is expected to own an automobile. At the weekly meetings, to which the wives and sweethearts are invited, five minute sales discussions, headed by field men, are the rule.

THE apt statement that an institution is but the lengthened shadow of an individual applies with particular force in the case of the Eureka Sales Company of Indianapolis.

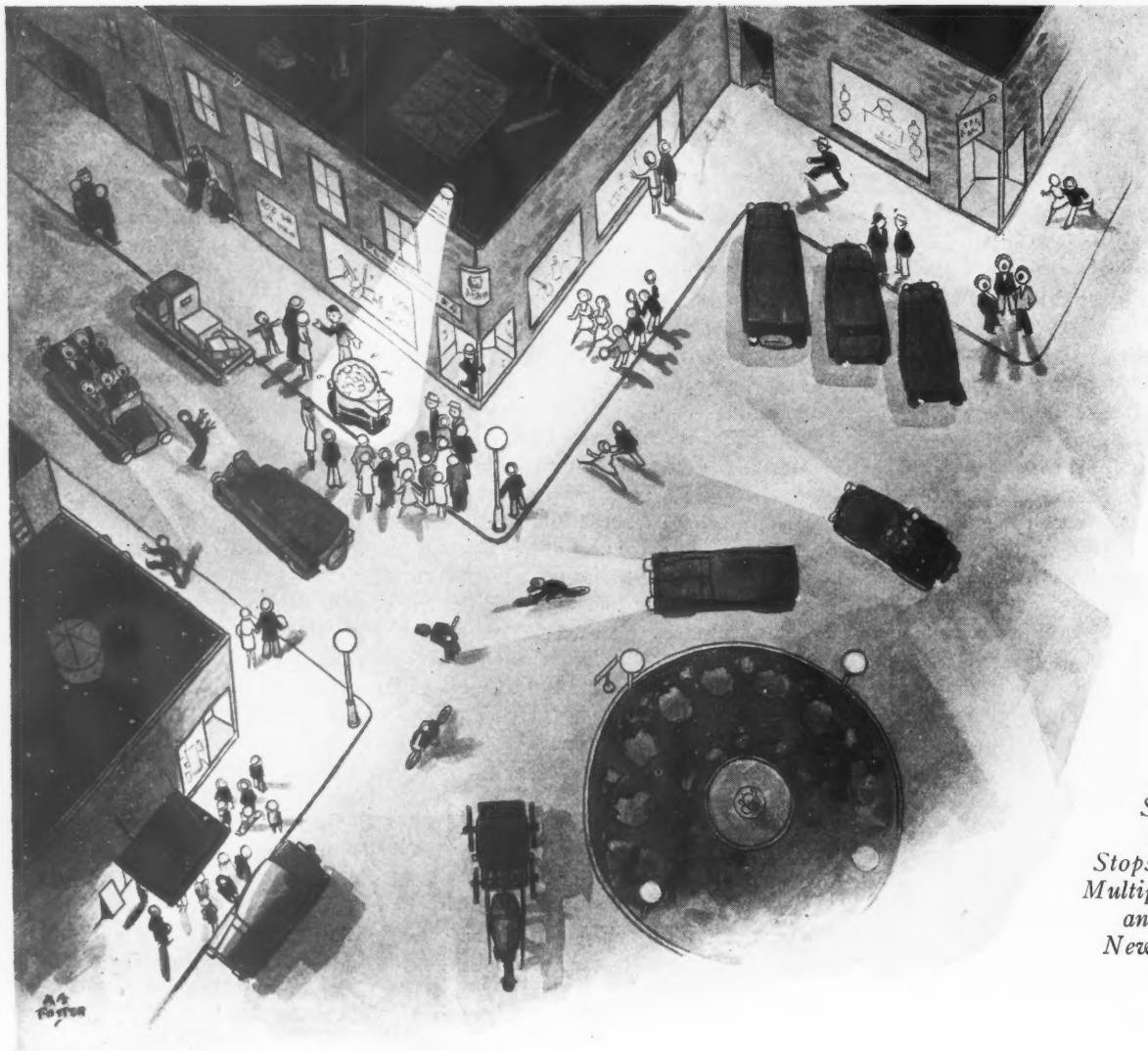
Regan spends 60 per cent of his time in the field—interviewing men, consulting with branch managers and up and down the streets with the "boys." He locates the weak spots and demonstrates, by personal example, the large and receptive market that actually exists for domestic cleaners.

The proof of the effectiveness of these methods is found in this summation, by Mr. Regan, of the cleaner market he has uncovered.

"Forty per cent of our sales," he says, "are made in homes already possessing a vacuum cleaner. Eighty per cent of our customers select the higher priced model. Repossessions, under the field supervision plan, are running less than seven per cent. Labor turnover is about 50 per cent per annum."

"I tell the men that a user becomes a first rate prospect at the end of four years and that, therefore, the saturation story is a myth. They believe me, because it's true, and their sales record is the best proof of the merit of these policies. They get the sales because they know the sales are there."

Summer EVENING



*A
Sidewalk
Display
Stops the Crowd,
Multiplies Contacts
and Creates
New Customers*

WHEN you get awfully tired canvassing, trying to stir up "suspects," why not throw anchor of an evening or Saturday and let them come to you?

We pound the pavements and the door bells because we believe that a certain percentage of potential buyers are in every hundred houses and we have always thought "cold turkey" the easiest way to talk to a hundred people. This is the law of average. It is the gospel of the plugger and the backbone of selling. But it isn't limited to canvassing. It really refers to people—anywhere—everywhere—not houses.

The salesman who will talk his favorite specialty to every one he meets, to the barber who cuts his hair, to the butcher who supplies his family, to the conductor on the trolley, to the policeman on his beat, that salesman will often find a more surprising average than he does from door to door.

The chain store is a great believer in the "law of average." Notice, however, that they apply it to the pedestrian, not the home, because they find the pedestrian can be brought in more economically than the home can be approached. They count the people who pass by. Then they pay huge rentals to put their stores where the most people will pass them. I know most dealers do not have the money to follow chain policy on locations, but all the same any dealer can place a temporary stand right along side of them at a small cost and at the busiest time of the week.

AT LEAST twice a year, if not continuously, this pedestrian group of any town should receive special sales attention and the long hot summer evening is the best time of all the year to do it, when man and wife together, are looking for something to invite their curiosity and attention.

SALES *Traffic*

Some Timely Suggestions for Sidewalk Selling to Boost August Washer Sales

By William M. Emery

The sidewalk method is not new. It is a time tested and basic form of selling. It continues to get the business so long as it is dressed up a little and worked consistently.

More than two generations ago the original Singer, founder of the great sewing machine business bearing his name, sold his first machine from the sidewalk in lower Broadway, New York City. Using this method he founded the world's largest direct selling specialty organization, and, incidentally, an organization which carried its wares from door to door with a horse and buggy into every part of the world before washing machines were ever thought of. They are still going strong and are finding no "saturation point."

During my recent years in the electrical washer business, I found excellent results in these out-of-doors passer-by campaigns—they gave new pep to the sales force and developed new business not otherwise obtainable. Visual and contact demonstration is practical indoors and out, wherever people congregate idly any time of the year. One warning, however: do not pick a stand where people are rushing by to catch trains or too intent on other things. Catch them strolling or marketing.

FIRST secure an A-1 location. This is not as difficult as it might appear. Start out with an offer of \$5 per week rent and \$1.50 for electricity and it is surprising how many sidewalks may be had late afternoons and evenings in the best sections. Dry cleaners, cigar stores, drug stores, real estate offices, hardware stores, loan offices, vacant stores, doorways and many other places are frequently available. When your personal acquaintance does not work, these stores can be sold on the idea that sidewalk demonstration will attract people to the store and help the proprietor as much as it helps you. A good display will actually do this.

A low rent location for your office and service station combined with transferable sidewalk displays during the summer season is a sound merchandising policy. Such sidewalk displays will be found better in propor-

tion to the expense than many fairs where people are solely interested in lotteries, roulette wheels and frivolities and where many visitors are from out of town. Sidewalk locations should not be permanent, but should be shifted every week or two. The same people frequent the same paths and 90 per cent will repeat weekly. Outlying communities which have their own main street gatherings can be stimulated in this way.

SALES MEN should pay for part or all of the location expense and be encouraged to take a proprietary responsibility and interest in working the locations, but cash prizes, practically equivalent to the rent, should be given to the salesmen for the most effective and well-managed displays. The dealer should always pass on the locations selected by the salesman. If several locations are operated simultaneously, the manager should make the rounds every evening and teach the salesman the best way to do it, keeping them 100 per cent peped up and working. At this time also they can be graded for prizes. Such grading may well be based on the salient points of sidewalk management given in this article.

Bright lights are essential and the illumination of the washer is the most important feature of a display. A difficulty is that the water action of paddle type washers has always been difficult to illuminate. Manufacturers have not progressed as far as they should in developing in this respect the best methods for their dealers. For this reason the dealer must make his own display.

THE finest method I know of for illuminating this type washer is as follows: A 200-watt bulb can be immersed in the water of the washer. You will be surprised by the effect. It is so much better than a light above the water and brings a sparkling transparency from top to bottom.

The method is simple: take an electric socket threaded for $\frac{1}{2}$ -in. or $\frac{3}{4}$ -in. conduit. Wire it and screw in the 200-watt bulb then fill all the cracks and joints

with sealing wax. This wax of course would melt were it not that it is in water when in use. Friction tape is unnecessary. Now bend a goose neck of conduit up over the edge of the washer. The lamp bulb will tend to float, but it can be kept immersed by fastening the conduit to the outside of the washer or by weighting it to counteract buoyancy.

With a mirror, clear water, a few rubber caps from the "five and dime" and colored wash cloths, you can obtain a lighting effect that will bring people across the street.

The electric bulb arranged this way gives such a sparkle to the water that you will want to use it in the day time as well as the evening.

AMIRROR over the washer gives a good effect, but it is not as effective for the sidewalk as it is in a window. A glass front is preferable. It is a simple thing to install plate glass in any flat-sided machine.

I once put glass in three sides of a Maytag aluminum tub and it brought more business to my door than any advertising I ever did. It is simple enough. With a sheet metal washer it is largely a tinsmith's job. Fix the glass firmly to the tub with metal strips. Fill in the cracks with "aquarium cement," which is a red plastic available at pet stores. Mix a little plaster paris with it so that it will set tight and harden. A good job will be practically water-tight to cold water.

WE USED to have trouble with children snitching the celluloid fish, which we had floating around in the water, so we made a wire screen to go over the top. This seemed to attract more attention than ever. Everyone wanted to see what was in the cage.

If you are dressing up a sidewalk display in front of your own store, you will find it attractive to focus a big orange-like spot onto the washer and pavement. Japanese lanterns are also very inexpensive and add a distinctive touch to the display.

Occasionally stringing small (10-watt) colored bulbs across the pavement is good. Color always attracts and it is surprising how a string of lights over the pavement will draw people from the main street and make a store stand out with individuality.

SECOND in importance to illumination is "movement." For day time work with a wringer type washer, a revolving sign should be used, operated by the wringer. These signs, made of white canvas or oil cloth, usually pass over the top roll because they work better and make the wringer safe. If they pass between the rolls, the pressure is released and the roll slightly raised. A large spool made of short curtain pole is essential to the proper running of such a sign. It's action is that of a weight to guide the sign.

After I rigged up our street displays as I have described, I found that several of my salesmen had proved this method so productive that they did little canvassing, having developed enough leads from a couple of hours on the curb to keep them busy the rest of the time.

With a really good display and urban thoroughfare locations, it may pay to keep a man for just this sidewalk work, paying him \$2.50 to \$3.50 per placement secured. If half his placements result in sales closed by others, then the placement cost would be only \$5 to \$7.50, deducted from the commission of the man finally closing the leads, which is a fair basis.

There is a knack to curb selling and some men can do wonders. Others will require training.

A part of this knack is to let the prospect get a good look at the machine before you approach her. If her look is very casual it is not too late to address her as she turns away. Your first words should fix her attention on some unusual part of the machine or its action. "See that paddle work! Did you ever see a water action like that one? Feel how sturdy that solid copper tub is!" Ask a few friendly questions with simple and obvious answers to get them talking. Keep them touching and examining the machine. Remember the auto salesman always gets his prospect into the driver's seat. The washer is on sidewalk display to be examined, touched, felt, and intimately appraised. The customer approaches for this purpose in every case. Encourage it!

TO STAND continually at the washer is unnecessary. Demonstrations can be arranged at the outer edge of a group just as well and unless the salesman is operating the machine to attract attention he had better be at a little distance. Do not try to talk to several people at once, but select the most likely and concentrate quietly on that one. Sales are made by a one by one process.

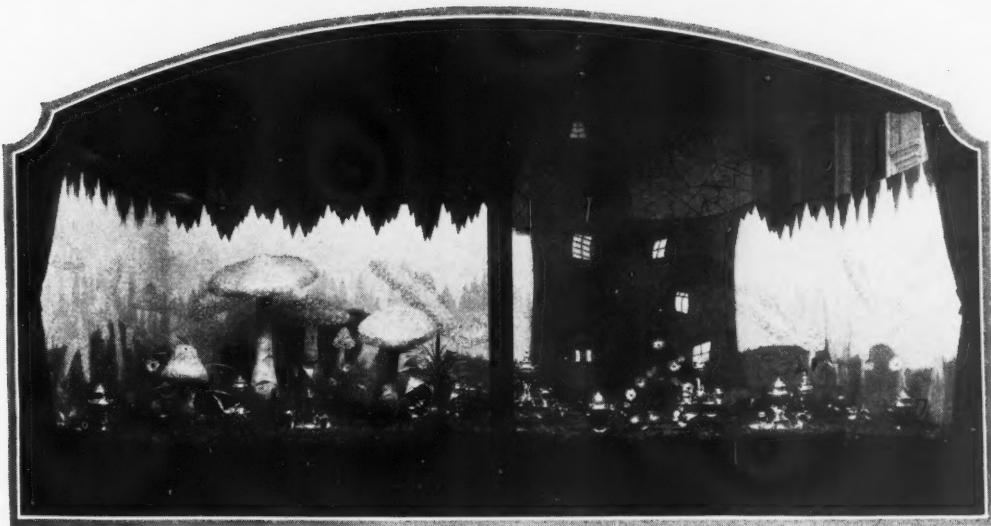
Some further suggestions: keep the children away. Salesmen should not accumulate social pets. A salesman should be on the job all the time while the washer is going. It will do but little good without him. Keep the washer clean and attractive. The water should be clear. If proper illumination is used, soap or blueing detract from the display. I would urge that dealers who expect to do considerable sidewalk and fair work investigate "sidewalk public liability insurance." It is cheap, only \$7.50 per year, and it is transferable to various locations. Always release the wringer when it isn't in use.

DURING one summer I divided my territory into eight districts, with two salesmen in each section. There was a district sidewalk display every clear evening. Sometimes we would get a window as well as a sidewalk for the price mentioned. People who would not enter a store to see the washer stopped at the displays, asked questions, finally arranging for home demonstrations. Women who wanted to consult their husbands first "accidentally" were able to show him the machine when they were out on a stroll. Sons and daughters who were working during the day and therefore inaccessible to the canvasser were influenced to buy machines for their mothers. People living in hard-to-get-at apartments, women who worked most of the day, storekeepers and others who were not ordinarily approached were found to be among the buyers thus secured.

This experience taught me that I had been overlooking one of the greatest possibilities for summer washer business. Many other merchants in the electrical field by early closing are overlooking the chance of doing business during the hours when there is an easily attracted sales traffic, which is the whole point to a demonstration in the evening hours when the day's work is over and Mr. and Mrs. Prospect take a walk.

Paul A. Scott, Eastern Branch Manager for the Maytag Company, loves to tell the story of how he got his start in the early days. It was with a gasoline-driven washer in the small rural towns of Iowa through street displays in the evening.

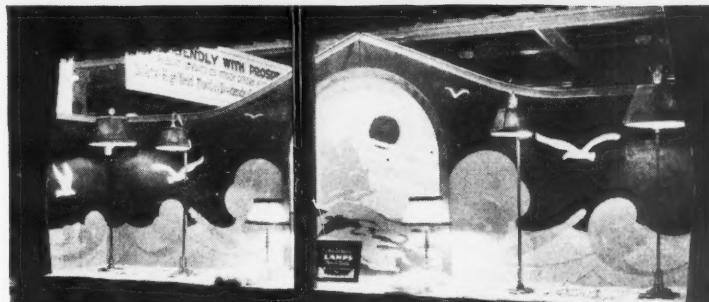
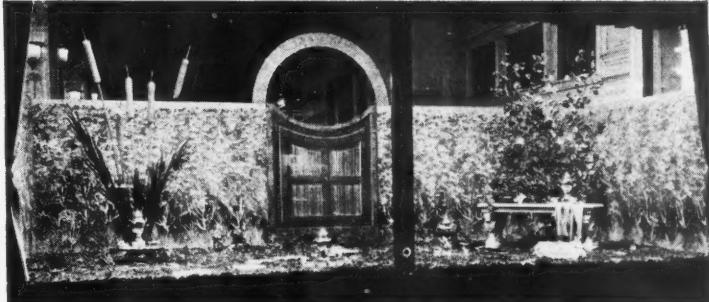
What was good then is good now. Try it, but dress it and pep it up.



The Quality of CHARM

WHAT is the element in a window display which draws crowds? Which brings people across the street to look at it? Which causes it to be remembered and reported at home? Which, as a corollary to the attention engendered, sells the merchandise on display? According to C. F. Warmoll who has made the windows of the Public Service Corporation of Colorado famous for all of these virtues, it is the atmospheric appeal. Many of the most striking and successful windows used in the Denver office of the company have been distinguished by an element of the fantastic or the mysterious—they have an “atmosphere,” a story element which arouses interest. It is almost as though the electrical appliances on display were characters in a play for which the window provides the stage setting. The scene is a “still,” to be sure, but it has all the allure of romance. The appliances may have no obvious relation to their setting, but they are given a quality of charm by their association with the quaint or charming background in which they are displayed. Catch their imagination, and you have entered the portal which takes you far along the road toward the “will to buy.”

Here are three windows featuring articles which do



Some of the widely admired windows of the Public Service Corporation of Colorado. Each is a distinguished and interesting picture.

not lend themselves readily to spectacular exhibit. Two of these are displays of percolators—a small article which is not imposing enough in size or design to dominate a window in itself. Note the story treatment in both cases. In one the “Crooked Little House” of Mother Goose fame was used as a motif, combined with a few gigantic toadstools. At first sight there may seem to be little connection between the background and the article on display, but looking below the surface, this incongruity disappears. The electric

percolator is a neat little wonder worker, properly connected with magic and charm and mystery. The other window, with its pleasant garden scene brings out the other connotation of beauty and grace which subtly calls up in the mind of the housewife a picture of herself in some such leisure-blessed surroundings, pouring coffee from a bright and shining urn.

Without the charm and color of the background itself, many more articles would have been necessary to hold the interest in such a window area and attention would consequently be distracted. Imagine the array of merchandise which would be required to produce any effect at all against a plain background!

Chicago led the country in providing apartment house accommodations in 1928.



APARTMENTS TO LET

The rising trend of apartment house living brings a changing market for the sale of electric appliances

THE market for built-in electrical appliances in the apartment house field is enjoying a rapid expansion, according to a recent survey conducted by *Electrical Merchandising* in the principal cities of the United States.

It has been the habit in the past in some lines of business to overlook the fact that a great portion of the buying public occupied an entirely different type of dwelling to another group. To most of the lines dealing with the staple necessities of life, it has not been necessary, of course, to draw any definite line of demarcation. Purveyors of food and clothing need not concern themselves with the fact that their customers live in one-family or apartment house type of dwelling. But to the merchant or manufacturer engaged in selling the householder a commodity to be used in the home, the question immediately assumes more serious proportions.

The growing trend toward the apartment house mode of living is graphically portrayed in figures recently released by the Bureau of Labor Statistics. Since the year 1921 this department has been collecting statistics

on the trend of living conditions in 257 American cities which have a population of 25,000 or more.

"This is the third consecutive year," the bureau declared, "that more family units have been provided in apartment houses than in one-family dwellings. Just what effect this change in the type of dwelling will have on the social, economic and political life of the country is hard to determine. That it will have its impress on the character and life of the people is an undoubted fact. Few apartment house dwellers are home owners."

The most recent report, covering the year 1928, reveals that of 388,768 families provided with new living accommodations, that 53.7 per cent were housed in multi-family dwellings or apartment houses. One family dwellings claimed 35.2 per cent of the families provided for last year and 11.1 per cent were accommodated in two-family houses. The bureau made the significant observation that 1928 was the first year since the compilation of these figures that more than half of the families provided for in new buildings were housed in apartments. The degree of change is shown by the

The wealthiest apartment house boulevard in the world. Looking up Park Avenue, New York City.

fact that in 1921 only 24.4 per cent of families provided for were housed in apartments as compared to 58.3 per cent in one family dwellings.

It must be borne in mind that the figure of 53.7 per cent for families housed in apartments is an average for the country at large. The fourteen largest cities showed an even greater swing toward the apartment house living. In these 14 large cities 232,681 families were provided new housing in 1928; of this number 67.2 per cent were housed in apartments; 22.1 per cent in one-family houses and 10.7 per cent in two-family dwellings.

CHICAGO led the country in adopting the apartment house as the modern mode of habitation. Of the families provided for 80.7 of the total housing units fall in this category as compared with 12.2 per cent in the one-family dwelling.

Greater New York was a close second, however, with 80.3 per cent of families housed in new apartment buildings. In the borough of Manhattan, the highest percentage prevailed. Here, the apartment house rating showed 99.9 per cent of families accommodated in this type of building—only one-tenth of one per cent in one-family houses! In the borough of Richmond (Staten Island) on the other hand, only 23.3 per cent of new homes were apartments.

Although some of the foregoing figures would seem to indicate beyond doubt that the apartment house was the growing mode of housing some sections of the country show a slight decrease in the number of families living in apartment houses. Detroit and San Francisco, for instance, were the only two cities of 500,000 population or over that showed no increase in the number of



A new apartment building in Hollywood, Cal.

*Per Cent of Families Provided For in 257
Identical Cities, 1921 to 1928*

Year	Number of Families Provided For in All Classes of Dwellings	Per Cent of Families Provided For In—		
		One-Family Dwellings	Two-Family Dwellings	Multi-Family Dwellings
1921	224,545	58.3	17.3	24.4
1922	377,305	47.5	21.3	31.2
1923	453,673	45.8	21.2	33.0
1924	442,919	47.6	21.5	30.9
1925	491,222	46.0	17.5	36.4
1926	462,214	40.7	13.9	45.4
1927	406,095	38.3	13.4	48.3
1928	388,678	35.2	11.1	53.7

families adopting the apartment house. Here, the one-family dwelling predominated in new buildings. Of the 15,614 families for whom new housing was provided in 1927 in Detroit, 35.9 per cent were accommodated in single houses. In 1928, with only a slight increase in the number of families provided for, the percentage housed in one-family dwellings had increased to 42.7 per cent.

We are chiefly concerned, of course, with the effect on the business of retailing electrical appliances brought about by the changing trends in housing conditions. Manufacturers have been watching recent developments with interest. The appearance of the baby washer that may be kept under the kitchen sink or in the bathroom shows a serious effort to go after the business of supplying permanent apartment-house dwellers with their own washing machine to fit small space. The combination washer-ironer is another device with special appeal to apartment house dwellers. The range manufacturers have also brought out many models, including the wall-outlet ranges that are specially adapted to kitchenette apartment conditions. Some of the larger apartment houses have adopted the electric dish-washer as standard equipment. These have been in large part sold by the manufacturer but some dealers have gone after the apartment house trade in this device with splendid results.

In New York and Chicago, for example, where the apartment house market dominates, rental competition has made it necessary for the builder and contractor to equip the building with as many labor-saving electrical devices as can be profitably provided in the construction. For instance, apartments leased to families of more than average income must, of necessity, include electric refrigeration. Others have seen their way clear to provide refrigeration, electric ranges and dishwashers as standard installations.

The experiences of some dealers have revealed that application to the business of selling apartment house equipment has provided a profitable volume. Before he can go after the business most efficiently, however, he should endeavor to find out everything possible in relation to it. For instance, a daily check with the Building Department in the city will reveal the number of permits issued for new buildings and will provide the name of the builder. Architects, too, prove valuable contacts for information on building construction.

A check on the number of apartment houses not having elevator service will provide a good indication of those which may be easily canvassed. Our recent survey revealed, for instance that in the smaller cities with a population of 500,000 or less, that the percentage of

elevator to walk-up apartments was very small. It varies in most cases from between 3 and 7 per cent.

An almost equal discrepancy exists in the percentage of apartments equipped with built-in electrical devices. Owing to the difficulty in obtaining statistics of this nature, which have been compiled only in some of the larger cities, it is not possible to present a blanket picture of the situation. The electric refrigerator, it was revealed, however, enjoys a greater degree of saturation among built-in devices in the apartment house field than any other appliance.

The reason is obvious. In the first place, the electric refrigerator is rapidly passing from the promotional stage of selling. It has gained a wide popular acceptance and is considered almost a necessity today in the proper conduct of the household. Added to this is the fact that the apartment house field is being subjected to rigid and scientific sales cultivation. The refrigeration distributors and central stations in the larger cities have direct contact with builders and renting agents.

The market also is not restricted to new buildings. The older apartment houses are being rapidly modernized to meet the competition for desirable tenants.

*Per Cent of Families Provided for in Cities
Having a Population of 500,000 or
Over in 1921 and 1928*

City, State and Year	Total Number of Families Provided for	Per Cent of Families Provided for in—		
		One-Family Dwellings	Two-Family Dwellings	Multi-Family Dwellings
Baltimore, Md.	1921 2,176	85.0	4.5	10.5
	1928 2,884	86.4	13.6
Boston, Mass.	1921 878	15.5	30.5	54.0
	1928 6,805	9.5	28.0	62.5
Buffalo, N. Y.	1921 2,405	51.6	48.0	0.4
	1928 3,181	22.1	44.5	33.4
Chicago, Ill.	1921 12,252	37.9	17.6	44.6
	1928 34,447	12.2	7.1	80.7
Cleveland, Ohio.	1921 4,084	35.5	40.5	24.0
	1928 3,167	42.8	21.7	35.5
Detroit, Mich.	1921 6,743	46.9	17.9	35.2
	1928 15,929	42.7	28.4	28.9
Los Angeles, Calif.	1921 19,572	68.0	16.9	15.2
	1928 21,081	31.3	10.0	58.8
Milwaukee, Wis.	1921 2,212	44.9	38.2	16.9
	1928 4,965	19.7	22.3	58.0
New York.	1921 51,360	31.6	24.2	44.2
	1928 109,523	12.4	7.2	80.3
Bronx.	1921 14,037	11.7	11.9	76.4
	1928 33,768	3.8	3.4	92.8
Brooklyn.	1921 16,636	24.1	44.0	31.9
	1928 28,938	9.1	12.5	78.4
Queens.	1921 13,256	60.0	24.4	15.6
	1928 28,797	29.4	9.8	60.8
Manhattan.	1921 4,837	0.7	3.7	95.5
	1928 15,983	0.1	0.1	99.9
Richmond.	1921 2,594	100.0
	1928 2,037	60.3	16.4	23.3
Philadelphia, Pa.	1921 2,406	93.3	6.7
	1928 10,576	69.2	7.3	23.4
Pittsburgh, Pa.	1921 1,335	59.3	26.8	13.9
	1928 2,544	62.4	10.2	27.4
St. Louis, Mo.	1921 2,072	49.0	24.1	26.8
	1928 7,190	23.4	18.7	57.9
San Francisco, Calif.	1921 2,683	37.6	17.0	45.4
	1928 6,084	36.2	5.7	58.1
Washington, D. C.	1921 2,195	75.4	24.6
	1928 4,305	30.4	0.7	68.9
Total (14 cities)....	1921 112,373	44.2	21.7	34.0
	1928 232,681	22.1	10.7	67.2

—Figures from Bureau of Labor Statistics.

Check the Credit Before Demonstration

Investigating the customer's credit rating before the sale is closed will lessen collection difficulties later.

IT HAS occurred to the writer that many washing machine dealers would save themselves considerable anxiety and needless worry about poor accounts and bad debts if they would check the customer's credit rating before the washer is demonstrated. A policy of systematically checking in advance would do much to ease up on collection difficulties.

The point often overlooked is that the proper time for the check-up on credit is when the machine is placed on trial—not after the sale is consummated. After the sale the credit may be discovered to be unsatisfactory but it is virtually impossible to order a machine "pulled" after the salesman has turned in the lease with the down-payment. In such an event, it is better policy to wait a month until the payment becomes due.

It is a good practice to call personally on the customer within about two weeks and verify his possession of the machine. Then it is a good time to check the references by inquiring about the relationship of the persons named. Make sure the customer is satisfied and understands the agreement; that the salesman has fulfilled all his promises, and then leave copies of the lease and monthly receipt card. This task should not be delegated. If possible, it should be done by the executive himself—it keeps him in direct touch with his business. He will be able to sense the solidity of his organization structure and the loyalty of his men. Its restraining effect on the sales force is marvelous. Exact and practical knowledge will increase their respect for you.

SINCE the dealer's "on trial" cost, is ten cents per day on each washer, without counting re-finishing costs and wasted sales effort, the dealer cannot afford to remain at the mercy of the salesman or the biased judgment of the supervisor when it comes to "trials."

Consider for a moment those demonstrations which eventually result in bona fide sales with no credit risk. The expenditure of even a dollar to get proper credit information after placement is well spent—provided, of course, that the report is impartial and correct. Take a sample case: Your salesman places one of your "hard-earned, dollar-bought" machines on a Thursday. By Monday you have in your hand an impartial report on



the customer—poor home, irregular employment, other collectors, etc.

Under your old plan you would check up on the salesman's stock and question some of the machines on general suspicion. The salesman would make excuses and, knowing nothing of the real situation, you would be at the mercy of his "last straw" optimism. But under a placement credit investigation system you can say with authority, "John, you are wasting your time on that business. Sell or pull the machine on demo while it is still clean and new. Place it somewhere else and it will be money in your pocket."

Many companies are attempting to regulate the trial period by a hard and fast ten-day rule. But appliance dealers will be better off to go to the root of the situation and investigate at the time of placement.

A call at the corner store or at the neighbors, under the cloak of an effort to sell them; a conversation about their friend next door who has one on trial and, finally, a brief call on the customer herself "Just to show your personal interest and to make sure your washer is making another friend," will garner the desired information without any definite references.

In talking to the customer chat about the members of the family. Do they go to school? Do they work? Have they lived there long? If they own their own home, tell them you own yours, too, but it keeps you hustling to pay "the building and loan." The conversation will bring out to what extent they really own their own homes and whether they are having difficulties in meeting their obligations. A permanent record should be made of these findings for credit reference.

But be sure you have the information *before* the sale is completed!

DIVISION of RESPONSIBILITIES for Major Stockholders

The three executives, whose names give to Lambert-Simpson-Millis, Inc. its corporate title, are the stockholding partners who are charged with the responsibility of seeing that company policies, agreed upon by the other partner stockholders, are carried out.

Their duties are as follows:

EDWARD

LAMBERT

President

*Service
Delivery
Publicity
Promotion
Washers
and
Cleaners*



THORNTON
G. SIMPSON
Secy. & Tres.

*Refrigeration
Radio
Store Appearance
and
Management*

HENRY L. MILLIS

Vice President

*Purchasing
Stock Control
Demonstration
Records
Credits and
Collections
Cost Accounting
Office Management
Sales and
Commission Records*



Every Employee

*Stock Ownership Plan helps
build \$380,000 appliance busi-
ness for Lambert-Simpson-
Millis, Inc., St. Paul, Minn.*

By R. V. Sutliffe

SINCE the firm of Lambert and Simpson first organized to merchandise electrical appliances during the World War, 31 other dealers in electrical goods have pitched their tents in St. Paul, Minn., only to fold them up again and, like the Arabs, silently steal away. Today the present joint stock company of Lambert-Simpson-Millis, Inc., is regarded as the outstanding electrical specialty outlet in this city of 300,000 persons. Last year the business grossed \$380,000.

A consistent record of year after year of steady growth is attributed, by Edward Lambert, first to a maintained policy of satisfying the customer and also, in recent years, to the fact that each employee is a stockholder—a partner in the business. In other words public confidence and efficient help.

Much has been written on the subject of employee partnerships. But frequently employee opportunities are for stock ownership only and not a voice in the affairs of the company. Not so with this St. Paul concern. The "family" spirit is an actuality because of these four things:

1. The majority stockholders help their subordinates purchase stock through arranging bank loans and easy payments. At this writing stock holdings among the 23 clerks and salesmen run from \$300 to \$3,000 per person.
2. All the operating costs, the actual income and expenses of the corporation are laid on the table and reviewed once a month by all the stockholders from the office boy up. Company policies to be effective must be approved by a majority vote of stockholders.
3. Messrs. Lambert, Simpson and Millis each take less than \$300 a month on their drawing accounts. They are willing to chance pot luck with the rest of the boys on their share of the earned dividends.
4. Because of this democracy of dividend opportunities each employee is, to a great degree, placed on his own responsibility. Those few who do not measure up to a production standard which is higher than average, soon hear about it, not from an executive but from a conscientious stock-owning fellow-worker.

A PARTNER



For This Retail Business THE STOCK PARTNERSHIP PLAN:

*Cuts the Turnover in help.
Permits Service Economies
Attracts High Class Help
Builds Consumer Confidence
Decreases Selling Expense
Increases Employee Interest and
Efficiency*

The great business advantages of the employee stockholding plan is that it makes possible a lower selling cost and a stable organization. Better than average salesmen are content to work for ten and twelve per cent commission because they hold stock which pays from nine to 15 per cent per annum.

"As may well be supposed this plan of round-table discussion of business policies and financial operations engenders a tremendous amount of personal pride in their company by its employees. This not only is reflected in the impression such workers create among prospects but it has solved the problem of help turnover," states Lambert.



A portion of the showroom of Lambert-Simpson-Millis, Inc.

(Top) All the operating costs, the actual income and the expenses of the corporation are laid on the table and reviewed once a month by all the stockholders from the office boy up. Company policies to be effective must be approved by a majority of stockholders.

"I haven't lost a service man in three years nor have I fired a salesman since 1927," he declares. "This opportunity to 'get in on the ground floor' attracts a superior type of person—those who have demonstrated their ability to save money and who wish to invest their savings where they can be watched and encouraged to multiply."

Obviously the ability to maintain a steady and attractive dividend rate is essential to the effectiveness of the L-S-M plan. Without those better than 8 per cent stock earnings, the philosophies behind this set-up would lose their punch.

It has been stated that employee stock ownership, when properly exercised as in this instance, of itself operates to reduce operating and selling losses, to increase personal efficiency, and hence to increase company earning power. But Lambert-Simpson-Millis, Inc., have other quite definite sales policies which have enabled it not alone to weather many a storm but to pay substantial stock dividends.

I WISH I could give you some outstanding idea as the reason for our continued growth," said Mr. Lambert to a representative of *Electrical Merchandising*, "but the truth is that it has been due to a combination of factors, among which I might pick as especially important the building of customers through a personal interest in each sale after the sale has been consummated. The customer is made to feel that the store is just as much interested in her after the sale as before it is made."

Customer confidence and good will reflects itself in the high percentage of store business enjoyed by this concern. Although store business in relation to outside sales has somewhat declined, it is still a common occurrence to total from 200 to 300 customers and prospects in the store of a Monday. Lambert estimates that sixty per cent of all sales comes as the result of word-of-mouth recommendations.

Increasing competition from other outlets employing field solicitors has, however, since early last year forced this company to adopt a similar sales procedure.

"We consider this change in policy," states Mr. Lambert, "as a necessary evil. It has held our volume and increased total sales ten per cent, although the higher

cost of outside selling has cut net profit approximately two per cent. Here again, however, the partnership plan has helped because it has attracted a high type of co-worker."

"Prior to '28 our reputation of a decade for reliability and prompt service, plus a large store in which was displayed a complete line of major appliances, models and price ranges, was sufficient. Now store sales here suffered because of the changed buying habits of St. Paul householders."

BUT other policies also play an important part in this picture. For example: less than two per cent of gross business is spent for publicity. Store location, size, variety of stock and reputation, more than make up for this less than average appropriation.

Service costs also are held down. All service charges are strictly C.O.D. The service men, all trusted and experienced stock-owning employees, figure the charge on-the-spot, just as soon as the call is completed. This iron-clad rule, which is well understood by St. Paul citizens, saves hundreds of dollars in clerical labor and from bad accounts. A year's free service, however, counteracts any negative reactions due to this policy.

In addition to the widespread sales influence exercised by each senior executive, each name member of the firm has his own specific and non-conflicting duties. Each is a full-time active worker—under the friendly scrutiny of his stockholding partners, the clerks and salesmen.

The way the stock is now held, no two senior members of the corporation can control a majority vote. To obtain a deciding vote it is generally necessary to sell the policy in question to a number of the smaller stockholders, thus protecting the general employee and again enlisting his sympathy and support in questions of store management.

"Personal" Advertising

A. C. MARTIN, an electrical supply dealer of Lathrop, Athens county, Ohio, livens up his advertising programs by using the personal columns of the local newspaper. Martin was a journalist before becoming a merchant, and he knew by experience that the personal page was always read for the human-interest it contained. Taking advantage of this fact, he revised his schedule, and once a week his personal advertisements appear thus:

CLARA: If you still love me, meet me to-morrow afternoon at Martin's Store. I will buy the electric washer you wanted.

JOHN: I want you to stop in at MARTIN'S on your way down-town, and examine the electric table-set that everybody is talking about.

DADDY: Let's buy mother an electric iron from Martin's, for her birthday present.

WANTED: 100 men and women to call at Martin's store to-day, and see the new electric sweeper in action.

"The big majority of newspapers have too many dull advertisements," Martin explained recently.

"The form may be good, and message pertinent, but the same article described day after day, finally becomes commonplace. I knew this to be true with my copy, but instead of trying to perk up general advertisements, as is commonly advised, I turned my attention to the personal page.

"The 'personal' is simplicity itself; seldom runs over five lines, but in the text a merchant can arouse curiosity, humor, desire, or practically any other human emotion. This makes it easy to play up an article, or several articles, and the advertiser can rest assured that his copy will get results.

"Our practice is to use the personal page once a week, running from three to five items at random through the column. This enables us to feature new items as they are added to our stock, along with regular goods, and by watching results, we find business forty per cent better than it was when we depended on general advertising alone."

The "personal" column, too, is one that the average reader will turn to first in the small-town paper. The advertiser runs little risk that his copy will go unnoticed.

How My District Sold



\$49.64 per Customer

*in Electrical Merchandise
During 1928*

By
F. C. Gaines
*Manager, Jasper District
Georgia Power Company*

THE Jasper District of the Georgia Power Company—at the beginning of 1928—was made up of four small towns in which were about 400 electric customers out of a total population of 600. The largest town had 150 customers. Two other towns were added in October, 1928, bringing the total number of customers to 600.

For the first three months of the year no merchandise salesman was employed in the district; selling was done by the operating force and the district manager. In April, a young man who had had little previous sales training was employed as salesman. Out of a total merchandise sales volume for the year of \$21,000 this salesman sold over \$7,000, the line foreman sold over \$4,000, the office cashier over \$2,000, the balance being accounted for by other employees, the district manager and store sales.

Campaign methods were employed in the sale of all major appliances. These campaigns were responsible for nineteen electric ranges, eighteen electric refrigerators, twenty-six radio sets, 1,281 Mazda lamps, ninety-five electric irons, twenty-eight waffle irons and twelve complete electric water systems. Since none of the



To F. C. Gaines, manager of the Jasper District of the Georgia Power Company, came the honor of winning the President's Merchandise Sales Trophy for 1928. Jasper won the cup six times in the year and finished the twelve months with 267.9 per cent of its merchandise quota. Jasper's merchandise sales per customer for the year were \$49.64 which was \$12.85 greater than the second ranking district.

towns in the Jasper District had municipally-owned water plants, we had an unusually good market for private electric water pumps. All water system sales were sold as completely-installed jobs. Three washing machines and four electric motors were sold during the year.

HOUSE-WIRING added materially to our sales volume and we are certain that this new wiring made it possible for us to sell other appliances. All wiring done, however, was figured at a small profit.

We were able to make the high record of \$49.64 per customer in electrical merchandise during 1928 because our customers had confidence in our company and in our local employees. We endeavor to live up to our Company slogan—"A Citizen Wherever We Serve." We made this record by working

together, and by the persistent telling of the comfort, convenience and economy of electrical service. We did not resort to "high pressure" methods.

Our merchandise sales volume for the first three months of 1929 indicates more than a 100 per cent increase over the first three months of 1928.

Dividing the Job

By
C. L. DUNN

*General Manager, New Business Dept.
Ohio Public Service Company
Cleveland, Ohio*

WE AGREED that the selling job was our responsibility.

It was decided, therefore, that the distributor of the oil burner we proposed to handle (*Electrol*) would attend to the training tasks, that he would cooperate with us in contacting the local plumbers and that he would guarantee an adequate supply of *proper grade* fuel-oil on all our properties.

Installing and servicing was to be put up to a local plumber, who would be paid \$100 per transaction plus \$15 for the first year's servicing, per customer, and five per cent commission on each sale.

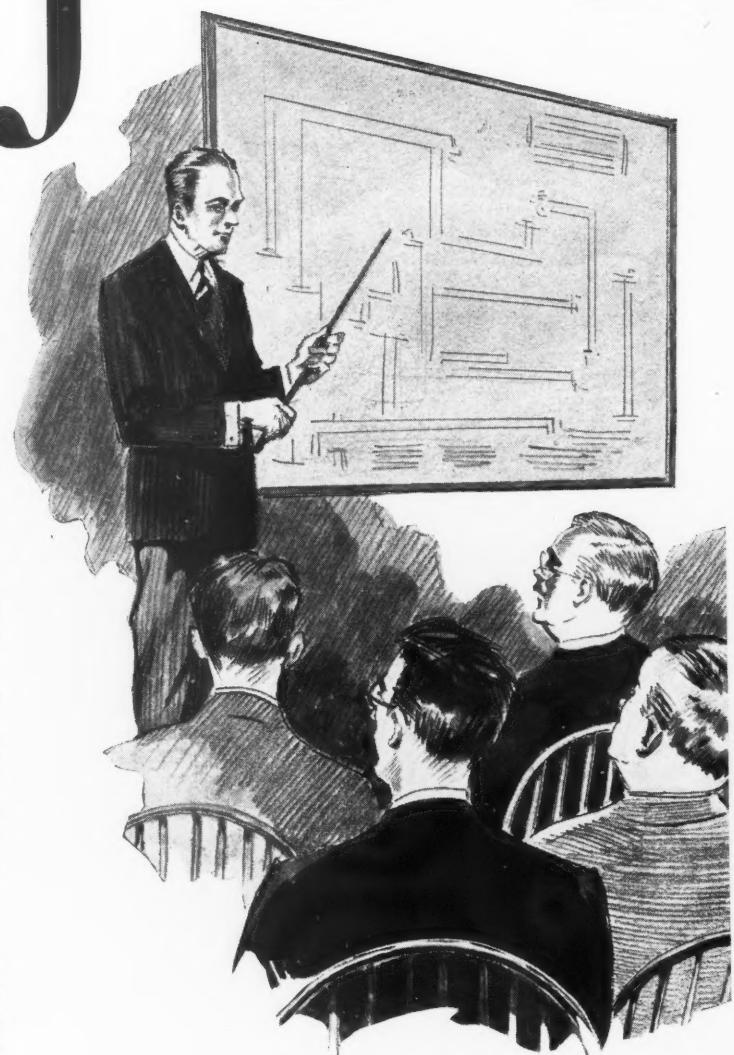
This was in February, 1928. Since then the Ohio Public Service Company has sold, in nine towns, 87 oil heating plants. Not an impressive number but enough to give us the "feel" of this proposition—and that's what we wanted the first year.

Before presenting the result of our experience first let me say that O.P.S. will continue to handle oil burners. From now on it will push them. Its quota for the next 12 months is 300 units. In other words its experimental year has been quite satisfactory. Serious difficulty was encountered in one instance only—where the user, against instructions, purchased a cheaper grade of oil than that recommended by the burner manufacturer.

THE matter of an adequate and convenient supply of proper fuel oil was given first consideration. In every instance, before salesmen were trained, demonstrators ordered or plumbers signed up, the oil burner representative arranged with a local oil firm for the purchase, storage and delivery of the kind of oil known to give best results with the burner in question. This policy undoubtedly was a major reason for the fact that service calls, this past year, have averaged less than four per burner. This includes operating attention and advice not due to any fault of mechanism.

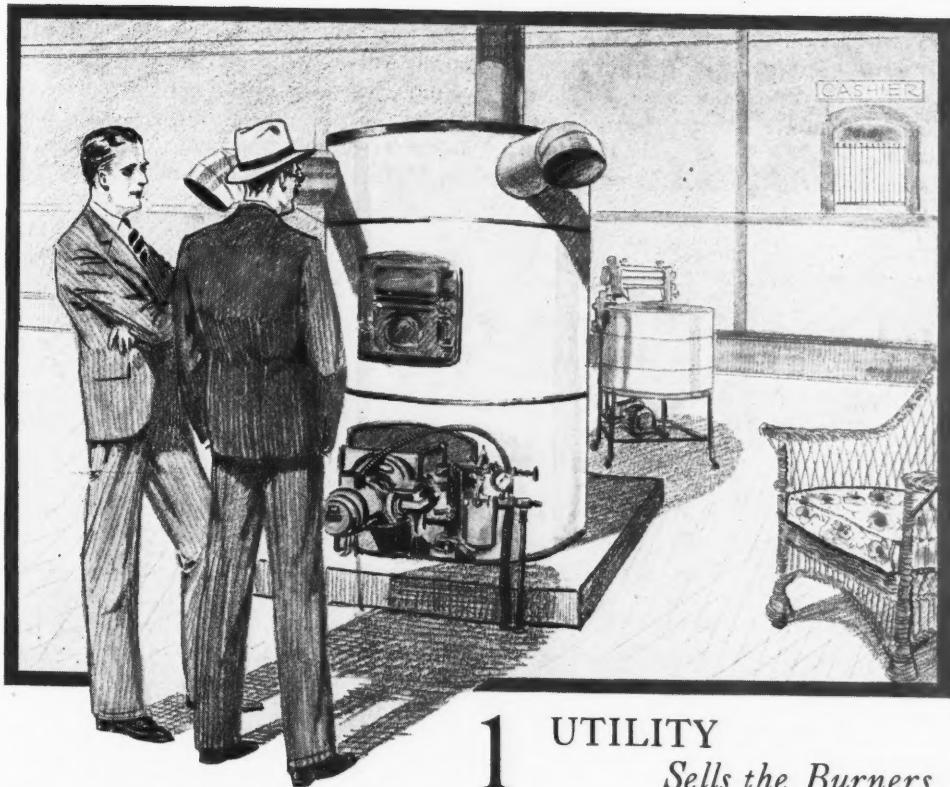
The next step was to secure the cooperation of a capable plumber in each of the nine locations in which we proposed to operate. These cities are: Warren, Alliance, Massillon, Mansfield, Ashland, Elyria, Lorain, Sandusky and Port Clinton.

Here, again, the distributor was a factor. Our divisional managers supplied me with a list of responsible local heating firms who, in personal conversations, had'



signified their desire to learn about our proposition. These approved concerns were contracted by the distributor and a man from the utility with the result that one in each town was signed up. Little difficulty was experienced. In addition to the terms of agreement, as previously mentioned, the plumber agreed to purchase a demonstrator, to place it on his floor, and to refer inquiries to the lighting company.

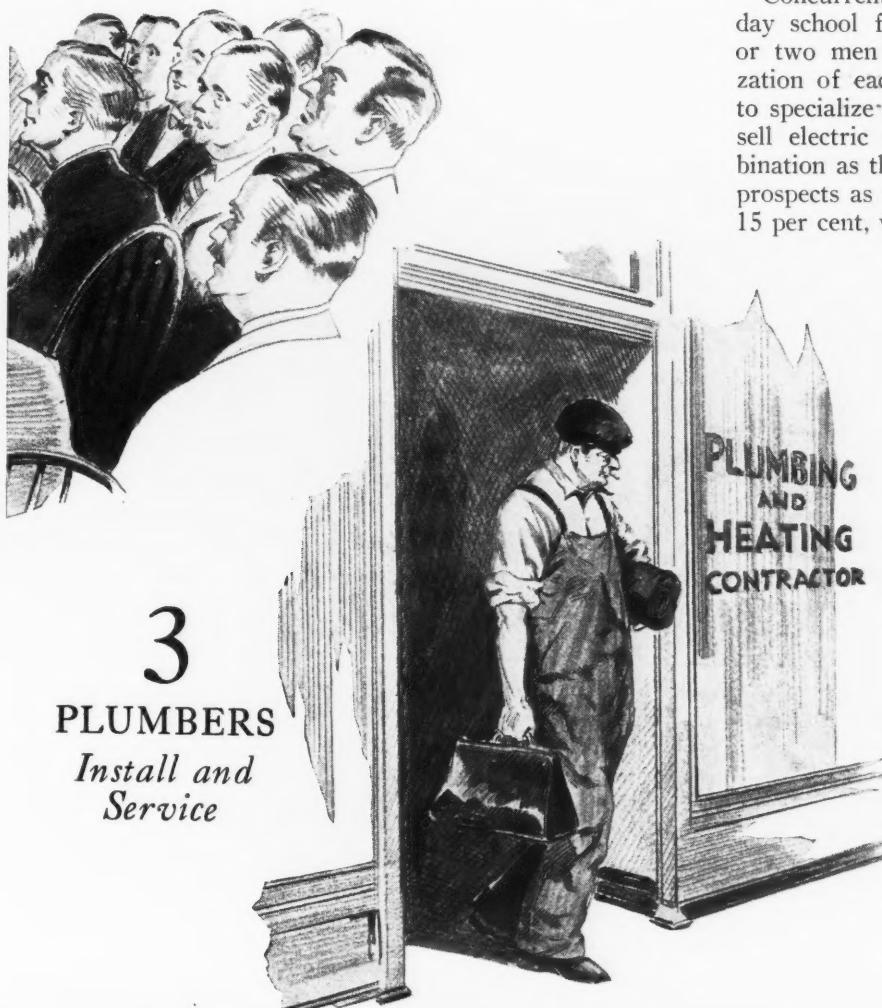
Our job was to sell the burner and handle its financing. We, therefore, placed an operating outfit on the sales floor of each of the nine properties referred to above. These were of the warm air type as being the least expensive. In addition we installed oil burner plants in the basements of five of our local headquarters and,



*What the Ohio
Public Service
Company learned
about oil-burner
selling in an ex-
perimental year.*

1 UTILITY *Sells the Burners*

2 DISTRIBUTOR *trains Sales Force and Assures Supply of Good Fuel Oil*



3 PLUMBERS *Install and Service*

last winter, heated these stores and offices with oil. Thus we were in a position to show a burner in actual operation. This cost the company approximately \$5,800.

Concurrent with these preliminary activities a two day school for salesmen was held at Cleveland. One or two men were selected from the regular organization of each town. While these men were supposed to specialize on oil burner selling they also were told to sell electric ranges and water heaters—an ideal combination as the latter two were sold to the same class of prospects as oil burners. The straight commission plan, 15 per cent, was adopted.

Following this sales school the nine plumbers and their chief mechanics were summoned to Cleveland, the last week in February, as the guests of the Ohio Public Service Company and the distributor of the oil burner. This school lasted four days. These men went back to their respective homes filled with enthusiasm not alone for the proposition but for the utility with whom they were cooperating.

We made an attempt to establish a sales record the first year. Apart from the exceptional work of our representative at Warren, who sold 26 burners in seven months, each division has averaged 7 installations to date. The job done at Warren indicates the possibilities of this device in the hands of an able and enthusiastic salesman. The salesman in question received no more support than any other of our men. It simply was a matter of personal push and ability.

Publicity would not appear to be of major importance as the two store exhibits and the personal activity of the salesmen establish the necessary con-

tacts with worthwhile prospects. Two announcement display advertisements, however, were run in each town. One of these indicates, in the following paragraphs, one of the reasons why we took on oil burners. It read:

*"We Add A New Service
HOUSE HEATING*

"This is in accordance with our policy to make available to our customers every possible device of proven merit that will lessen drudgery and add to the convenience and comfort of life."

In selling oil burners the salesman must be thoroughly posted in the technique of house heating as well as the merits of his own product. It was in respect to a practical knowledge of heating problems that our affiliation with a local plumber proved invaluable. As might be expected these fellows didn't sell very many burners—less than 6 per cent of the total—but their presence, with our own men, during the preliminary negotiations, was a great confidence builder.

Another selling aid was an elaborate book, or manual, prepared by the manufacturer. To give this a personal touch we inserted views of local homes using our burners. One of these affairs would be left with a likely prospect, "so that you may study this proposition at leisure." Three days later the salesman would call and pick it up.

Terms were established at 25 per cent down and 12 months to pay the balance. The carrying charge was 8 per cent.

In conclusion, a word about our arrangement with the plumber. We find the installation rate of \$100

of \$100 flat worked out well both for us and for the plumber. Incidentally this sum, together with the \$15 for a year's servicing, is written in the contract price.

As is customary in the oil burner business, invoices are not itemized as one price only, the final total figure, is quoted. If the job be an unusual one a special arrangement is made with the installer.

The details of the agreement with the plumber are interesting: the installer must furnish and run all piping (except the major line to an outside, buried tank), he must supply the necessary labor and transportation of miscellaneous materials (tanks excepted). He is also held responsible for the insertion of the necessary baffles in the fire box. In the installation of the controls and electrical equipment our local managers are instructed to co-operate and to loan the services of an electrician within reasonable requirements.

The plumber also agrees to hold available at all times a trained service man.

This plan of co-operating with a well regarded heating and plumbing firm is particularly desirable, it seems to me, from another very important angle. In order to obtain the best results from oil heat, or from any other source for that matter, the boiler or furnace as well as the radiation and house insulation must be adequate and correct. We have found that as frequently as 30 per cent of prospective customers, it is advisable to recommend an entirely new heating plant. Here is where our affiliation with the plumber works out to good advantage.

From a load viewpoint, oil burners are major revenue producers. We estimated the added revenues at \$17.50 per customer per year.

This Dealer Sells Electric Clocks

THE sales and profit possibilities to be found in the active promotion of the newer types of electrically operated appliances are increasingly apparent. Health applicators and electric clocks are articles of this nature: merchandise requiring concentrated and understanding sales effort and for which there exists a large potential demand.

The secret, according to a Midwestern electrical dealer, is simply this: "Tell 'em what you've got; make a noise about it—repeatedly, in unmistakable language."

Here's why this *merchandiser*, whose name must be omitted by request, is still averaging 18 clocks a month (Telechron) in a city of 84,000:

He displays them

\$100 worth of clock inventory at cost (seven assorted numbers) makes an impressive aisle table or window display. Once a month they go in the window for five days. The rest of the time they are grouped on a velvet-covered table, 10 ft. from the main entrance.

He advertises them

Spends \$11 a month, 5 per cent of gross sales, for their inclusion in his "departmentalized" newspaper copy. Stresses "no winding" and "Observatory time accuracy."

He offers a week's free trial

And closes 90 per cent of all such installations. He calls on live prospects

At their home, but wastes no time, or time pieces, on 'duds.'

He circularizes picked prospects

With a *hand written* letter, signed by "Clara Holtey, care Blank Electric Company."

This latter idea deserves more detailed treatment. The dealer in question employs a young lady to do nothing else but hand-write personal letters to customers and likely prospects. To relieve the physical strain of such a task she devotes every other hour to the telephone canvass. The second day following the posting of a letter she calls up its recipient and obtains as detailed a report as possible concerning its effectiveness. She also telephones 'cold' prospects.

It should be explained that Miss Holtey devotes but twenty per cent of her time to these clock letters and calls. The balance is spent on major appliances.

"Hand-written letters, while they cost me four cents apiece, have a unique personality and attention value which, I believe, insures that they are read. These, woman to woman, appeals account for about one clock sale per week, average price \$22, or one sale per every 50 letters," states our informant.

The merchandising merit in electric clocks was summarized as follows:

Satisfactory margin.

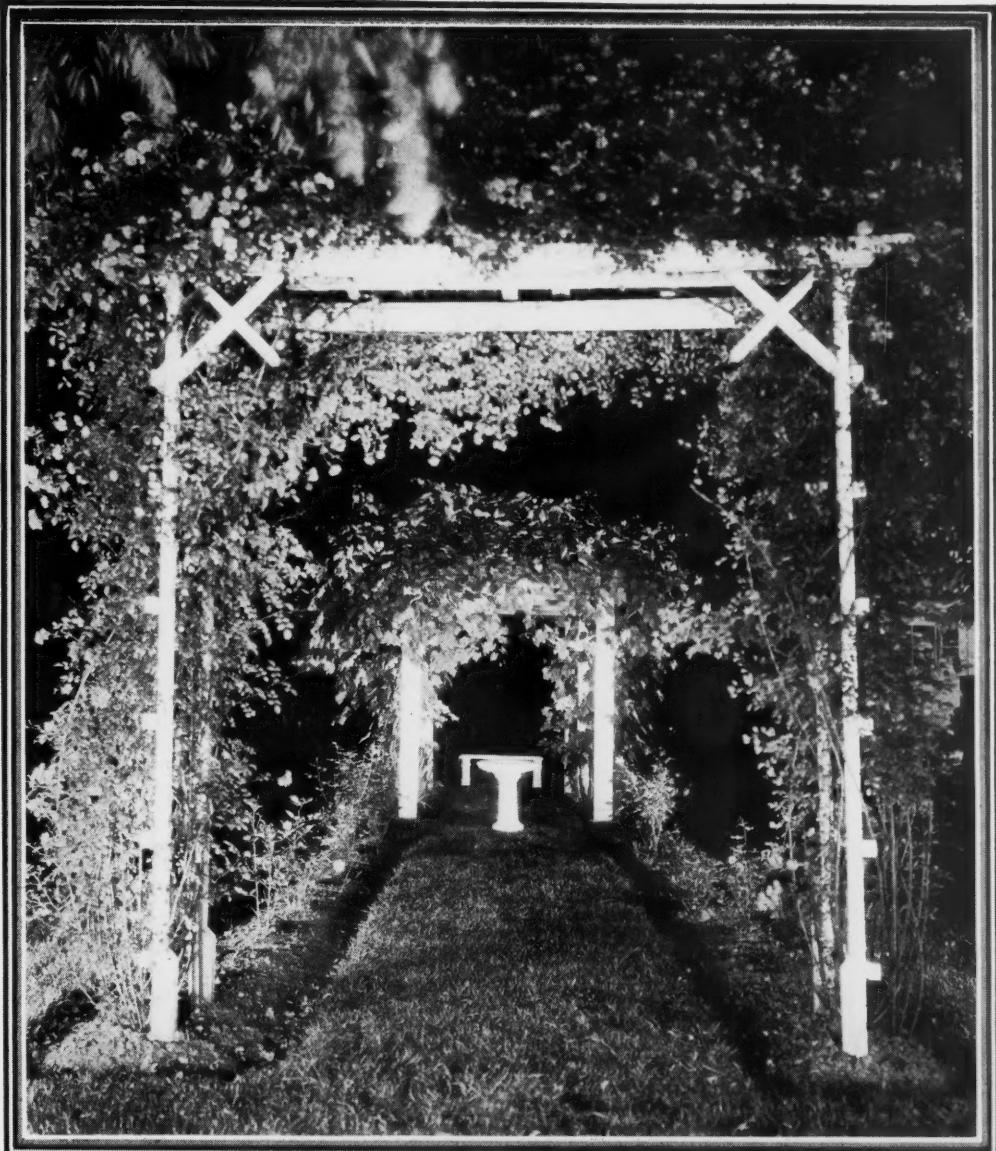
Practically no service.

Unsaturated market, little competition.



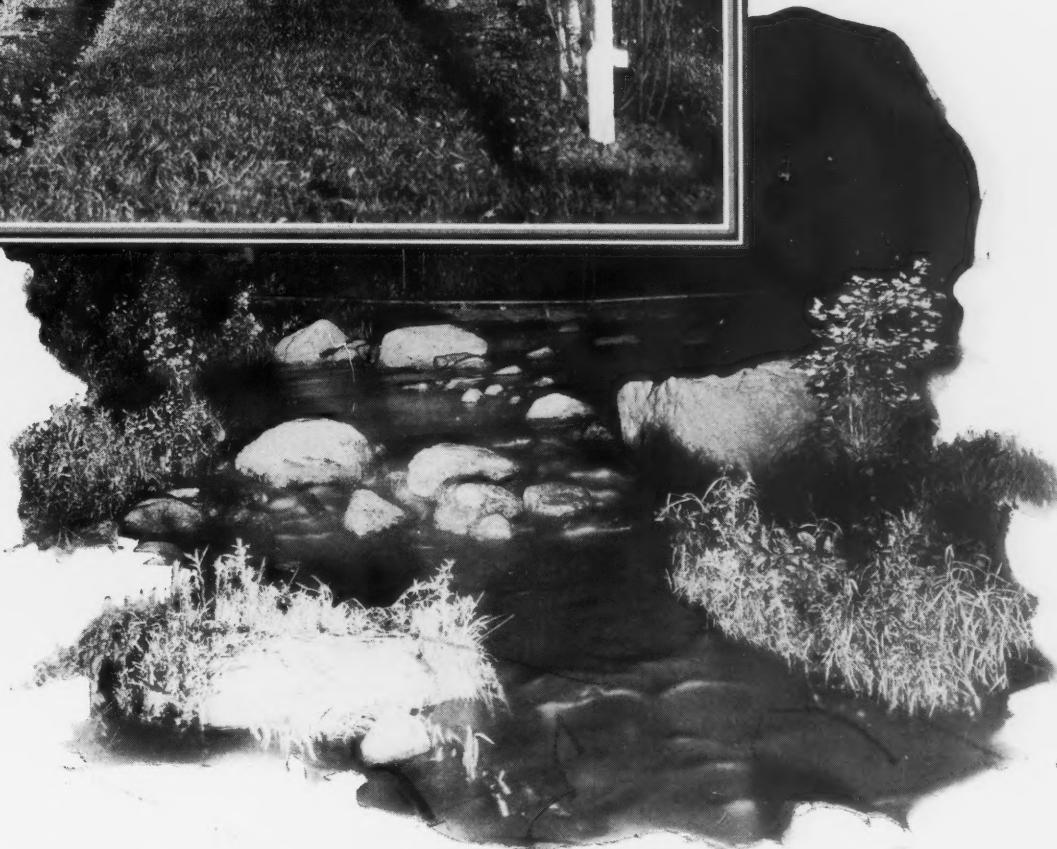
Flood Lighting

*Prolong
Enjoyment
of the
Garden's
Beauty*



WEATHER
proof projectors for 200-watt to 500-watt lamps cost \$20 to \$30 each. Fed through heavy-duty rubber cord or lead-covered conductors (BXL), they may be moved from place to place, to produce a variety of attractive effects.

MANY a householder lavishes untold planning, effort and money on his garden or flower beds,—only to have the earlier dusks of August and September rob him and his friends of enjoying their floral beauty after the close of the business day.



SPOTLIGHTING

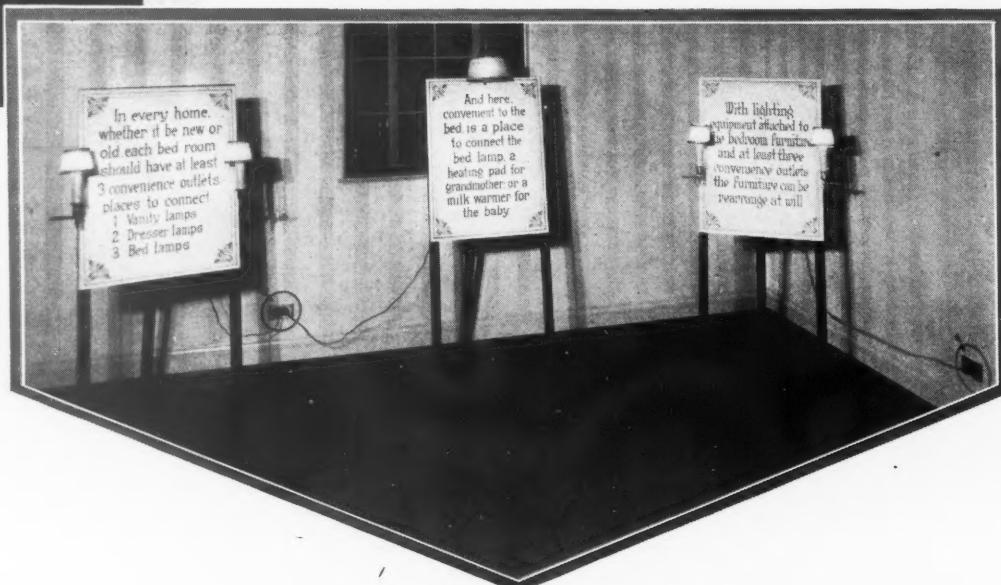
(Right) Every outlet in the home was backed by a circle of white cardboard with a red border and a red arrow pointing to the outlet. As shown in the illustration, the exhibitor taking a group through the home directed attention on the outlet.



As will be seen from the photographs above and to the right, visitors to this electric home could easily dispense with a conductor, since signs with a carefully thought out message clearly told the whole story.



THE Cleveland Electrical League, a pioneer in exhibiting electrical homes, found that with completely furnished electrical homes much of the attention of the visitors was concentrated on the furniture. This year Jack North decided to eliminate interior decoration and to exhibit an electrical home which concentrated attention on electrical wiring conveniences, especially the outlet.

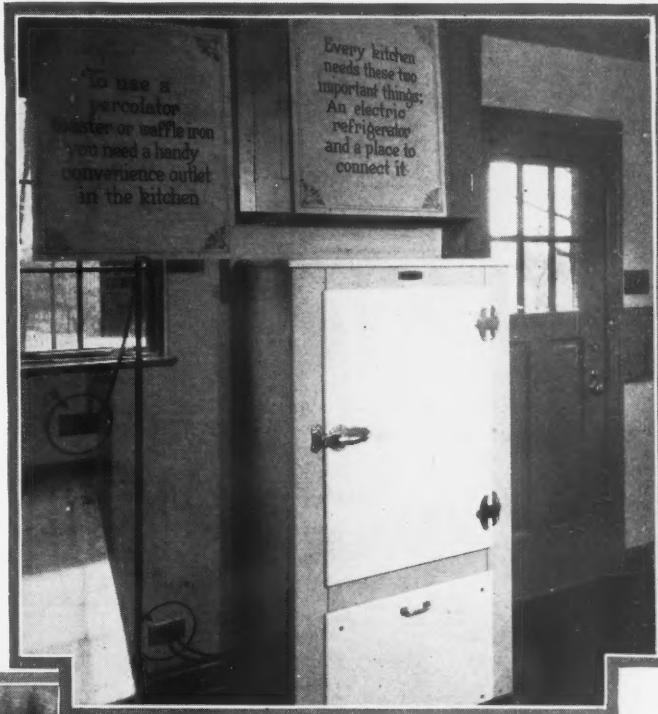


The OUTLET

in Cleveland's Latest Electrical Home



(Below) The attendance in this home was quite as great as in previous years and, owing to the concentration on outlets and other electrical features, visitors came away, it is believed, with the electrical message more firmly planted in their minds than at any previous exhibition of this character.



(Above) There was a completely furnished electrical kitchen, in which, however, interest was concentrated, as in other parts of the house, on convenience outlets and their relation to electrical kitchen equipment.

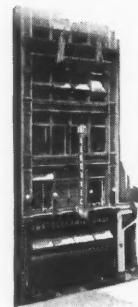
1064 EUREKAS

Gas & Electric Appliance 100% Increase Follow- New EUREKA



"Greatly increased June sales, following a tremendous April and May business, convince us that the splendid record of the organization is not a 'flash in the pan', but a pace which we can expect to maintain permanently. Unless I am mistaken, this will be the biggest year we have ever had in Cincinnati, and both great Eureka models will contribute their share."

—E. H. HUENEFELD
Manager of The Electric
Shops, Cincinnati, Ohio



From Eureka dealers in every section in the country, have come reports indicating sensational increases in sales volume since the announcement of the Grand Prize Eureka Special at \$39.50.

The experience of the Gas & Electric Appliance Company, of Cincinnati, is typical of a spectacular, nation-wide success—this organization selling 1064 Eurekas in April and May (52 working days), or practically double the business of the corresponding two months in 1928.

Sales in a Great New Market

Nor was this record made at the expense of the Standard Grand Prize Eureka. Sales of that model were maintained in spite of the powerful appeal of the popular-priced Eureka Special. The "Special" simply opened a great new market for a dealer organization which for years has done a large and profitable Eureka business.

Before the announcement of the "Special", Eureka led the vacuum cleaner industry in unit sales over a period of years. Old records, however, are now falling—Eureka sales in every territory have risen to a new high level.

This result was only to be expected. Into the popular-priced vacuum cleaner field—cluttered with nondescript cleaners of no prestige and doubtful quality and workmanship—Eureka brought the

Grand Prize EUR
VACUUM



Chromel

ELECTRIC HEAT

POSSIBLE



MEANS ELECTRIC HEAT

884

Fair Season is Here

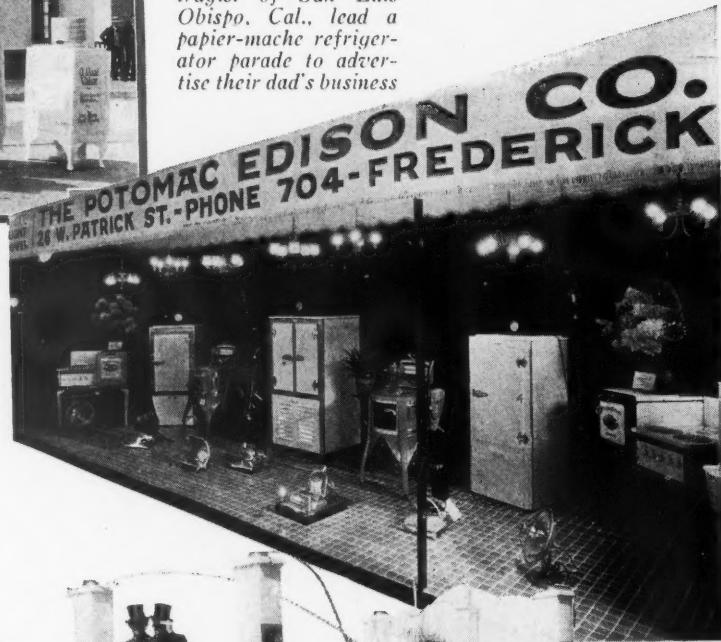


The Tennessee Electric Power Company feature a washer, refrigerator and range in their "perfect kitchen" float in a civic parade at Maryville, Tenn.

(Right) The San Joaquin Power Company, Fresno, Cal., tent display of electrical devices at a county fair.

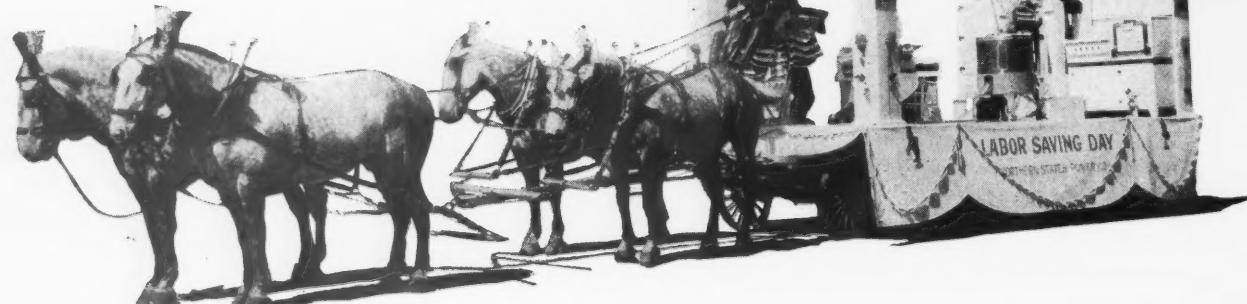


(Left) The two sons of Archie Cline, electrician of San Luis Obispo, Cal., lead a papier-mache refrigerator parade to advertise their dad's business



(Right) The Potomac Edison Company booth at the Frederick County, Md., fair proved a valuable advertising medium in promoting appliance sales.

An elaborate coach with footmen make an excellent background for the electrical display of the Northern States Power Company, Sioux Falls, S. D. There's a girl too, of course.





They Formed Their Own Chain (Continued from page 74)

being carried by the manufacturers the net cost to the Radio Vision Stores, Inc., is around \$4,000, or 2 per cent of their gross. Advertising is now in dominating space: full pages and third, half and three-quarter page space. The copy features one set at a time and carries the signatures of all the stores. The name, however, Radio Vision Stores, Inc., gets prominent display. They are beginning to sell the public that a Radio Vision Store is a good place to buy radio.

ANOTHER element of their sales program, which is unusual and interesting is outside selling by wagon crews. Outside selling has been more a matter of discussion in the radio business than of practical application and results. These stores, however, have put outside selling to work in this way: The company owns and operates 5 trucks with 7 men to a truck. These sell for the individual stores in rotation. Sales days is set in advance when a wagon crew will work for a particular store. They drive up there early in the morning and load 12 sets and also take on the store manager, who is required to have locations picked for canvassing which, in his experience, are the most promising.

Placing 12 sets for demonstration and trial is a day's work for one of these trucks. This is not merely a shove-in proposition, as the men who place the sets are paid only when the sale is closed and are thus made to realize the importance of proper placing in relation to a closed sale and good collections.

The follow-up and closing of these sales is left to the store manager and his salesmen. When the sale is actually closed, commissions are paid in this relation: 7½ per cent to the man who places the set and 5 per cent to the man who closes the sale. If the sale isn't made, of course, the placement man gets nothing.

THE spirit of competition has been stimulated between the owner managers of the individual stores. At the monthly meetings of all these owner managers, the entire business of the company is discussed, figures for the month's operation are read, including figures which show the cost of operation of each individual store. These store operating costs vary widely; on one sheet the writer saw, they varied from 9½ per cent in one instance, to 30 per cent in another, averaging 18.44 per cent for the twenty-four stores. The wide differences are due in great part to the volume of business done by the respective stores, since the fixed expenses of these stores are fairly even. The manager with a high operating percentage has his objective set by the comparison with other and more

efficiently operated stores. The result is bound to be a stimulus.

Although this operation is only some four or five months old, it has gotten away to a successful start. The individual members are enthusiastic, the greater part of their troubles have been removed and their profits have been definitely increased. There is evidence that the strongest confidence exists on the part of the members in the management and in the whole set-up.

The present capitalization on the shares issued for stores bought is \$1,560,000. This is on the basis of \$20 a share and 78,000 shares issued. Net profits on sales of less than \$200,000 a month are running at the rate of \$30,000 a month. When radio strikes into its best months, sales will increase; the estimate for the first twelve months' business is \$3,000,000 gross. You can figure out for yourself the profit percentage of thirty thousand dollars a month net on a capitalization of a little over a million and a half dollars. Whether this can be maintained is a question. It is, however, greater than the net profits earned by the individual dealers. Again let me bring out the point that this proposition has been put through as a going operation without any corporate financing.

IN SHORE'S opinion, the consolidation and the results to date have been made possible because of three considerations. The first is the clean character of the plan. There were no promotional profits. The man who organized it took for his interest exactly the same as any other dealer—he received stock for his net worth and that is all the stock he received.

The second is that the stores selected as members were going and profitable concerns.

The third is that the operation after consolidation has been able to show an operating economy and efficiency which justified the beliefs of the men who conceived it and has stimulated the finest co-operation and enthusiasm of all the owners and participants.

The chain may be extended. The corporation has opened one new retail store in a loop location. This is operated by a paid manager. New stores so operated will, of course, add to the value of the member owners' holdings.

And that's the story. It may have a moral for merchants in the electrical and specialty fields as well as in the radio business. In this era of chain competition it is probable that many groups of merchants can find safety and strength in pooling their resources, reducing their general expenses and freeing capable managers for concentration on the vital selling function.

"Individual merchants can form themselves into associations which will perform all the functions of the present chains and still retain their individual ownership and management. Possessing individual ownership and doing their own managing they can meet the chains at their weakest point, for the average chain store manager is not as resourceful nor does he have the same personal interest in his business as does the individual owner."

—Edward A. Filene.

Will the Electrical Industry HELP HER?

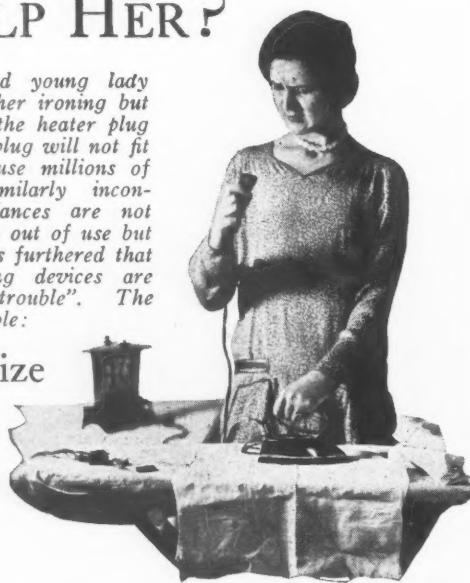
This distressed young lady wants to finish her ironing but she has broken the heater plug and the toaster plug will not fit her iron. Because millions of women are similarly inconvenienced, appliances are not only temporarily out of use but the impression is furthered that electrical heating devices are "too much trouble". The remedy is simple:

Standardize

the

Heater

Plug



Conversational Co-operation

THE electrical industry is saturated with conversational co-operation. Conversational co-operators, we have observed, are of three sorts: those who are paid a salary to converse on co-operation; those who think that through co-operation they can get something without giving anything, and those who think that co-operation means giving a little and getting a lot. The co-operation that counts is when men get together and co-ordinate action, not conversation, to get some needed thing done.

Otherwise to our way of thinking, the best breed of co-operation is one who, for about twelve hours each day, minds his own business in a thoroughly ethical manner. If we all did that, we would have very little time to co-operate, actually or conversationally—and very few matters to co-operate about.

* * * *

Look Behind the Chain Store for the Real Trouble

WILL the chain store ever enter the electrical field? That question has been discussed by almost every merchant selling anything electrical. Of course, nobody knows. It may in some form or other. It may not. Chain stores are already selling certain low priced appliances as everybody knows and many kinds of wiring devices. But who's afraid when you look at the facts?

In all there are about 1,200,000 independent merchants in all classes in America. There are about 100,000 chain stores. The chains in some lines have well near run the independent out, particularly in large volume staple fields like groceries and cigars. The grocers have formed an offensive and defensive alliance now numbering many hundred stores to try to beat the chains at their own game. No wonder the dealer has worried. But is he worrying about the right thing?

As a matter of fact, this battle with the chains is just

As the

one more skirmish in the age old contest between the forces of tradition and progress. The world changes but the merchant like every other man desires to be left alone, to keep his store as he has always kept it. He is alarmed that his store is refusing to keep him in the old way. Yet the whole world recognizes that present costs of distribution are too high, and that something must be done about it. The chain store—right or wrong—is up to now the only large scale contribution of original thought that has been offered for the solution of this complex economic problem. Whether the chain idea is all right or half right or will be swept away within ten years—it is certainly arousing the retailer to action. It is forcing a close scrutiny of old methods and an analysis of principles such as has not been before.

The point is this, that the greatest danger lies not in the competition of the chain but in the condition that has brought the chain into existence. The best possible advice to the independent merchant is, therefore, this—Watch the chain stores. Appropriate their good ideas. Avoid their mistakes and weaknesses. Capitalize every advantage of independence. Improve the efficiencies of merchandising. Correct the economic faults that have run up selling costs and put the dealer into this trouble.

The chain operation cannot adapt itself as easily to electrical merchandise as it can in such come-get-it lines as drugs and groceries. That is true. So there is not as much risk of this kind of competition coming into our trade. But we must not forget that the same elements of waste and inefficiency that invited the chain into these other fields can and have found a comfortable home in the electrical store, and are exacting the same penalties of high expense. As President Hoover has put it—"You can't catch an economic force with a policeman." And the dealer who is disobeying the economic law is going to have trouble, chain or no chain. His sins will find him out.

** * * * Buy at Home*

The average business man is far too interested in getting some kind of a discount on everything he purchases.

Take the electrical dealer. He complains bitterly that the people who should be buying electrical appliances and equipment at his establishment will go out of their way to get a discount from a wholesale house or will try to get a special concession through some channel where he knows someone that can "fix it up."

This is a familiar complaint. But what of the electrical dealer? When he wants to buy an automobile, a piece of furniture, a watch, does he go around to his fellow-tradesman and put the money down? No, Oscar, he "knows someone" at such-and-such a place who tells him that whenever he wants just such an article that it could be arranged at a considerable rake-off.

And he wonders why he doesn't get a break.

Editors See It

Human Interest in Ads

Retail store advertising has come in for considerable criticism of late. It has been called, stereotyped, lazy, dull and unimaginative. The most recent authority to voice a criticism is Kenneth Collins, executive vice-president and publicity director of R. H. Macy & Co., Inc., New York.

Retail copy is dull, says Mr. Collins, for three reasons: (1) Lack of humor, in spite of the scope for it in store advertising (the humor should not be at the customer's expense but should relate something mutually funny to customer and store). (2) Lack of customer's point of view; most retail advertising screams price and *talks technical details*; it lacks the human interest appeal found in the news columns. (3) Lack of planning and inadequate expenditures for copy, typography, art work and executive talent; *too much money is spent for space and not enough for what goes into the space bought.*

All of which applies rather neatly to appliance advertising in general.

* * * *

Radio as a Lamp-Socket Appliance

THE past twelve months have seen the acceptance of the A. C. set as the only type of radio which the discriminating public is willing to purchase. Already three millions of these alternating-current outfits are in use in the wired homes of the United States, and another two or three million will undoubtedly be added during the next year.

With the radio thus squarely back again in the lap of the electrical industry,—like a prodigal returned,—radio opportunity blossoms anew for the electrical retailer. Through radio the electrical man may in 1929 recoup for some of his mistakes and misfortunes during radio's earlier adventurous history.

Twelve million wired homes now remain to be equipped with lamp-socket radio sets. The market is only 20 per cent saturated at the moment. And the electrical retailer through his contacts and past sales holds the inside track to these millions of households which will purchase alternating-current radios during the next few years.

* * * *

Build Them In

SOME time ago, *Electrical Merchandising* launched the idea of a complete installation of the major appliances in a new home and including these installations in the mortgage, along with the plumbing and other built-in, permanent fixtures.

In some localities the idea has met with great success;

in others, the builders, principally, gave it the cold shoulder, claiming that they had a difficult enough time under existing conditions to meet the competition of other builders in satisfying the demands of purchasers. Of course, any one can see that this viewpoint is exceedingly short-sighted and that the purchaser is bound to get what he wants, provided he wants it badly enough. The real trouble has been that people did not know that they wanted electrical conveniences, plenty of outlets and lighting equipment that not only supplied adequate light but was pleasing to look at as well. Nobody ever told the householder that these were the things he wanted, as the other industries "sold" him the idea of colored tiled baths, and chromium-plated bathroom fittings, hardwood floors and cedar-lined closets.

NOW, an impetus has been given the idea of built-in electrical conveniences by no less an agency than the Federal Bureau of Home Economics, speaking for the women of the country. In an address, "Abolishing the Inefficient Kitchen," presented at the Tenth National Conference on Housing in America, Hildegard Kneeland, well-known authority on economics in the home, among other pertinent remarks on the general inefficiency of the present-day kitchens, said: ". . . If we are to have efficient kitchens, we must build them so in the first place. . . . And if new mistakes are to be prevented, it is the architects and builders who must be converted, not the housewives."

Five main requirements for an efficient kitchen are given by Miss Kneeland, whose concluding remarks are pertinent. We hope they will be heeded by every one who in any way can help in putting into practice the suggestions quoted below. And those who can be of great help are architects, builders, electrical contractors, central stations, including the home service women and, of even greater importance, the householders themselves.

Miss Kneeland says: "If these (referring to five requirements mentioned), are among the requirements of the efficient kitchen, to what extent can we expect the builder to meet them, and how far must their provision be left to the individual family? *It is unquestionably desirable that the builder meet them all, that he equip the kitchen completely with the refrigerator, cabinet, serving and stacking surfaces (for dishes and serving of meals) and all facilities for storage, as well as the usual sink and stove. For it is only through building in the equipment that it can be made fully efficient, as well as harmonious, attractive and easy to clean. And it is also only by building it in that its provision is assured.* If the family must provide the missing units, they will all too frequently be lacking, or, when provided, fit badly into the space allowed. Can we not come to accept the full equipping of the kitchen as part of the costs of housing, just as we now accept the built-in closets in place of the portable wardrobe which used to disfigure our bedrooms?"

NEW DESSERTS
At the
Gas Company's
Cooking School

TODAY
Made Possible by
MARY ANN SHELL PANS

Low priced pans that make possible delightfully new food effects—and made from your own favorite recipes if you like—or use the Mary Ann cook book given with each purchase if you desire.

See Demonstration TODAY

None of these pans will be sold during the Cooking School but if you like them, you can secure your pans at the following prices from us:

Round Family Size	75¢
Square Family Size	75¢
8 inches	75¢
Round Kitchen Size, 10 in. diameter 2 inches	\$1.00
Square Kitchen Size, 10 in. diameter 2 inches	\$1.00
Round Cake Pan, 8 x 4 in.	\$1.00
8 x 8 x 2 inches	\$1.00

Steinfeld's HARDWARE STORE
Phone 300 N. Stone Ave.

SUMMER DAYS
Call for

Old-Fashioned Strawberry Short Cake
Frozen Desserts
Meat Substitutes
Come and See Them Made
at the

COOKING SCHOOL

in the Auditorium above our office
Today May 1st 2-4 P. M.

Jean D. Roberts, Director

Tucson Gas, Electric Light and Power Co.
Commercial Dept. Phone 1700

Tag Publicity Promotes Outlet Sales

Two-color tags, suspended from fixtures, tied on appliances and looped to all delivered packages and to those taken out by customers, are increasing outlet sales for Minneapolis dealers. These tags are provided, without charge, for members of the Minneapolis Electrical League, by the Northern States Power Company. They read:

"Your Electrical Contractor Will Gladly Install for You 3 Convenience Outlets for \$14.55."

"An inexpensive form of advertising that is on the job continuously," according to Theodore L. Losby, executive-secretary of the League. "Dealers estimate a 20 per cent increase in convenience outlet wiring demand attributable to this simple, but very effective, idea."

Permanent Cooking School For Tucson

A permanent electric cooking school which meets every Wednesday afternoon in the auditorium of the Tucson Gas, Electric Light and Power Company is making the housewives of Tucson look to the power company as the accepted source of information on household advice. Mrs. Jean D. Roberts as director not only gives a most comprehensive course in domestic science through these weekly meetings, but also is at the service of local clubs or study groups at other times for talks and demonstrations.

The Wednesday lectures are by no means confined to a demonstration of the range alone, but bring in other methods of electrical cooking, thus tying in with cooker, waffle iron, percolator or other special campaigns which

Hot

Ideas for Warm

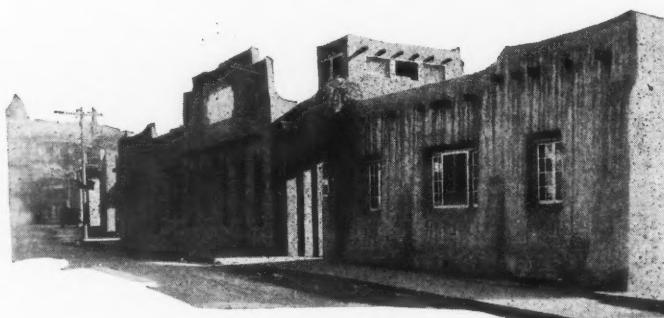
the commercial department may have under way. Frozen desserts as one topic, for instance, give an opportunity for an effective demonstration of the electric refrigerator.

The subject matter of the lecture is announced at the time of the talk of the week previous and then in the newspaper and finds a genuinely enthusiastic response among Tucson housewives. On one week when the lecture on Wednesday had brought out 78 housewives, the newspaper by mistake ran another announcement using the word "to-day" which appeared in the Thursday paper. That afternoon found 42 women waiting for the talk.

New Range Wiring Specifications in Santa Fe

Believing that the cost of installation has much to do with limiting the number of customers who purchase electric ranges, the electrical industry of Santa Fe, New Mexico, has taken up the matter of reducing the cost of wiring and has secured a slight modification of the requirements for range wiring. The installation remains the same up to the switch, but between switch and range flexible conduit is allowed, 1-in., with 3 No. 8 wires, whereas the former requirement was 1½-in. with 3 No. 6 wires.

On the bases of this modified requirement a flat installation charge of \$30 has been arranged between the power company and one of the local contractors. With this arrangement the New Mexico Power Company offered free installation of electric ranges for the months of April and May and set a quota of a full carload of electric ranges during that period. The ambitious nature



Although half of the residential consumers of the New Mexico Power Company are native

STUFF

Weather Selling

of this plan is indicated by the number of the company's residential consumers, which is about 1,500, fully one-half of which are "native" which in local parlance, means Mexican. The company already has a 25 per cent saturation of electric ranges on its lines.

The campaign was started off with a parade, a four-day cooking school, direct by mail publicity and door-knob announcements of the event. Thirty ranges were sold in the first 16 days.

¶ Deming, New Mexico, Sells Ranges

The Deming Ice and Electric Company of Deming, New Mexico, has recently concluded a sale of electric ranges. The company, with some 500 consumers, already had 60 ranges on its lines and set out in this drive to add 30 more.

A demonstrator gave a daily lesson in electric cooking from two to five in the offices of the Company at which the attendance sometimes reached as high as 100, with an average of from 50 to 60. Invitations were sent personally to all who owned electric ranges and were handed out at the cashier's desk when customers came in to pay their bills. In between classes the demonstrator called at the homes of those who wished further information about the use and care of the range, either former purchasers, or those who were contemplating the acquisition of a range. The goal of the manager, Mr. K. W. Kissick, is eventually to bring the use of electric ranges in his district to at least a 50 per cent saturation point.



Mexicans, the company has already achieved a 25 per cent saturation of electric ranges on its lines.



¶ Advertises the Customer

When the Central Arizona Light and Power Company puts an electric refrigerator on the premises of a commercial customer, it makes an event of the occasion, takes a picture and runs a little publicity about the firm in the Phoenix newspapers. The advertisement, run at the power company's expense, makes a firm friend of the new purchaser and provides an excellent sales argument for the salesman who is selling refrigerators to similar concerns.

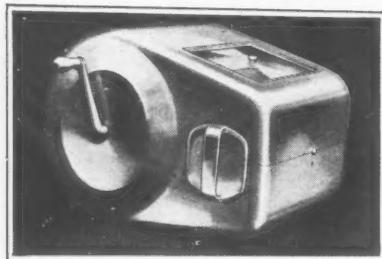
¶ Takes an Appliance on the Job

Using a bright new vacuum cleaner to remove the dirt, following the completion of a wiring job, has sold many an appliance for the Rockwood-Rohiver Electric Company of Clinton, Iowa. Although the cleaner is purposely used in a matter-of-fact manner the electrician-salesman keeps his weather eye cocked to note the reaction on the part of Mrs. Housewife. If sufficient interest is aroused he offers to leave said cleaner over night, for further inspection and trial.

Following the same idea of "suggestion" selling, manager M. B. Rockwood frequently includes, as also a part of his wiring equipment, a new domestic floor waver. Likewise every delivery of fixtures, to be hung in old homes, is accompanied by a latest model electric iron. It becomes a simple matter to direct the conversation to the subject of hand ironing and to follow with the remark that "I happen to have one of our latest irons with me. Let me show you how it works."

New MERCHANDISE

*Recent Developments in the Appliance Market
Gathered by the Editors*



G-E Gardner Ice Cream Freezer

In the new "Gardner Half-Minute" freezer introduced by the General Electric Company, Refrigeration Department, Hanna Building, Cleveland, Ohio, a pint of ice cream or sherbet the company claims, may be frozen in 30 seconds.

This new freezer, it is pointed out, is an external freezer in that the mixture is frozen by being run over a roller, filled with ice and rock salt. This roller becomes freezing cold and then dips into the liquid mixture which instantly freezes on the face of the roller in a film which becomes firm as the roller revolves out of the liquid. It is then scraped off. The roller dips again into the liquid, repeating the process until all the liquid is frozen. The freezer consists of four essential units—the aluminum freezer roll, the freezer casting, the aluminum receiving tray and the stainless steel remover and packer. One loading of the roller-freezer with ice and salt is sufficient, the company claims, to make one gallon of ice cream.

The freezer is to be handled exclusively by distributors and dealers of General Electric refrigerators, who will sell it outright as an item of merchandise. It is not contemplated to use the freezer as a premium. A comprehensive plan for the merchandising of this freezer has been prepared by the General Electric Company.—*Electrical Merchandising*, August, 1929.



Belden Air-Cooled Heater Plug

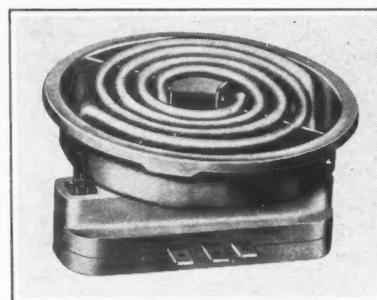
To prevent excessive heating in the new "Aircool" heater appliance plug of the Belden Manufacturing Company, Chicago, Ill., air vents which radiate the heat before it reaches the switch or wire connections are employed. Connections, consequently, are kept at a low temperature, the wires are not overheated and burned off, says the company, nor is the switch spring damaged.

The plug is constructed of black bakelite. Switch buttons are red and black. —*Electrical Merchandising*, August, 1929.

Hotpoint High-Speed Range Unit

That it heats approximately 29 per cent faster than 1200-watt surface units of other types is claimed by the Edison Electric Appliance Company, 5600 West Taylor Street, Chicago, for its new "Hotpoint Calrod" Hi-Speed range unit. The element is a coil of "Calrod" with a "Calorized" steel sheath. Two red-hot glowing spirals of "Calrod" are in direct contact with the cooking utensil. The heat does not travel through any intervening air space and no bricks or extra heat storage of any kind are needed. The heat generated in the unit flows directly through two metal contacts to the utensil.

The unit is interchangeable with present "Hotpoint" open coil and "Calrod" units and can be used on any range manufactured by the Hotpoint Company in the last ten years. Standard "Hotpoint" safety plugs can be used with the units. At present they are made in 1200-watt only and are furnished with a large or small untarnishable chromeplate ring so that the unit will fit any size hole in the range surface. —*Electrical Merchandising*, August, 1929.



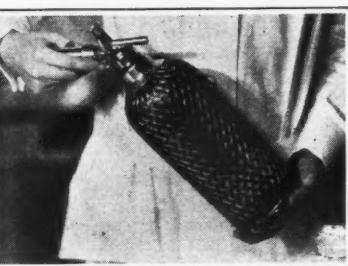
L & H Super-Sun Lamp

In the "L & H Super-Sun" lamp of Luckenbach & Hallberg, Inc., 29 West 57th Street, New York City, the sun rays are sent in two directions at once, furnishing radiation to two or more persons at the same time. Its radiation

is guaranteed to be limited to equal the sun-spectrum, and goggles, it is declared, are not necessary. It is adjustable to desired height.

The lamp may be used on a.c. or d.c. circuits, 100 to 125 volts and is also made for 200 to 250 volts. Its amperage is 10 at normal, maximum 15 at starting. It is claimed to operate 15 hours without carbon adjustment, one pure carbon lasting 25 to 30 hours.

The carbon arc unit is enclosed in a cabinet of modern design, finished in gold, old ivory or silver. —*Electrical Merchandising*, August, 1929.



Sparklet Syphon

As a refrigerator accessory the "Sparklet Syphon" has had great success in the refrigeration field, both as a premium in refrigerator sales and as an item of merchandise.

By the use of the Syphon, plain water may be changed into a snappy, sparkling beverage. Also, delicious ice cream aerated or charged in the Syphon may be made in the electric refrigerator without fuss or stirring. The water or ice cream mixtures are charged or "aerated" with carbon dioxide contained in small cylinders or "bulbs." These charging bulbs are retailed at \$1.50 a dozen. Special syrups for the making of carbonated beverages or ice cream sodas, are put up by the company. Sparklets, Inc., 19 West 44th St., N. Y. C.

The Syphon itself is similar in form to the regular vichy bottle or syphon, except that it is a little larger in size.

An ice cream mixture, of a half-pint of cream, an egg, sugar, salt and flavoring aerated in the Syphon, makes 1 qt. of ice cream. Delicious waffles, also, may be made with the Syphon. The intended retail price of the Syphon, with 12 charging bulbs, is \$7.50.—*Electrical Merchandising*, August, 1929.

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Empire Milk Bottle Warmer

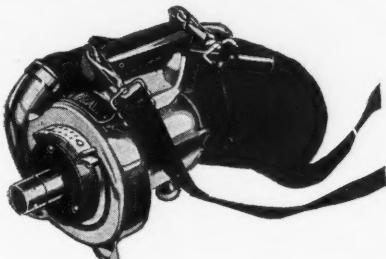
In the use of the new "Empire" milk bottle warmer brought out by the Metal Ware Corporation, Two Rivers, Wis., the milk bottle, of any standard size, is placed into the container partly filled with water and the switch is snapped. The milk never leaves the bottle until reading for feeding. The warmer is of highly polished aluminum and is attractively designed with ebonized handle.—*Electrical Merchandising*, August, 1929.

New Electrical Merchandise

Royal Utility Cleaner and Sprayer

A new model, sturdy, high-powered vacuum cleaning unit, equipped with shoulder straps and carrying handle, has been announced by the P. A. Geier Company, Cleveland, Ohio. The new cleaner is designed for heavy duty commercial service. It was originally intended for garage use in repairing injuries to lacquer finish, oiling springs, taking out body squeaks, applying tire preservative and top dressing, etc., and for cleaning the car interior, but popular demand for this type of unit, the manufacturer announces, now extends to such fields as greenhouses, dairy farms, poultry farms, woodworking shops, factories and stores where it is used for all types of cleaning, spraying and spray-painting.

This new cleaner is equipped with the "Royal" patented medical chamber whereby busses, ambulances, taxis and other public conveyances may be thoroughly germ-proofed and sanitized. With hose, connector and four-piece set of hand cleaning tools, together with jar of insecticide for use in the medical chamber, the cleaner retails for \$49.50; the spray gun with extra jar is \$4 extra and the four-piece set of floor cleaning tools is \$10 extra.—*Electrical Merchandising*, August, 1929.

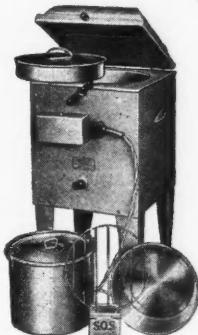


Thermostove Cooker

As soon as the food placed in the well of the "Thermostove" cooker reaches the steaming point, the electricity is automatically shut off and the food continues to cook by retained heat.

This new cooker is made by the Burt Factories, 153 Thirteenth Street, Oakland, Cal. The food is placed in the aluminum utensil and set in the cooking well, which is sealed with a steam-tight plunger. When the food reaches the boiling point and live steam is blown out through the aluminum vent, the curling of a strip of the thermostat metal trips a trigger and turns off the current. Heat stored in the heavy porcelain heating element in the bottom of the well finishes the cooking. The cooker is a wall-outlet device, working on a 660-watt load. It is offered in finishes of baby blue, green or battleship gray. The intended retail price is \$47.50 and an extra top hot plate is \$5.

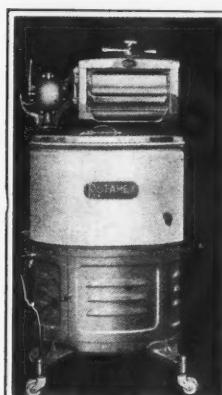
A portable oven, lined with aluminum and heavily insulated, is available for use on the top plate of the cooker. A cabinet, with two compartments, one for the stove and the other for the oven, may be had for storing the stove.—*Electrical Merchandising*, August, 1929.



G-E De Luxe Fan

Suspended in an ornamental casing, the new de luxe multi-blade fan brought out by the General Electric Company, Merchandise Department, Bridgeport, Conn., will harmonize with decorative interiors. The fan has a grained walnut finish with cream striping, emphasizing the design. The fan motor body and blades are dark bronze in color and match the natural graining of the wood.

The motor and casing are suspended in a yoke which provides for tilting above or below the horizontal position by means of ornamental dark bronze-plated adjusting knobs. The yoke in which the motor is suspended can be swiveled on the sub-base, to direct the breeze in any direction. The fan is the standard 10-in. size. Cushion supports for the motor are employed to prevent any vibration or hum from reaching the frame and base. The operation, it is declared, is very quiet, only the swishing sound of the air passing through the frame being heard. The weight of the fan, complete with an 8-ft. silk cord in color to match the fan, and brown attachment plug, is 103 lb. Intended retail price, \$35.—*Electrical Merchandising*, August, 1929.



Rotarex Washer

The tub of the new WG-12 "Rotarex" washer brought out by the Apex Rotarex Corporation, Cleveland, Ohio, is of steel, vitreous enameled, mounted on a fully-enclosed steel green lacquered base. The porcelain tub is a jasper sage green, providing a harmonious ensemble.

Washing action is provided by the "Dasher-Disc" agitator, saddle shaped, which permits the most delicate fabrics to ride swiftly and safely through the suds to be submerged, turned and again swirled into the wash water. The machine has large, easy-rolling casters and the wringer is fitted with balloon wringer rolls in an oversized wringer frame. The intended retail price of this washer is \$99.

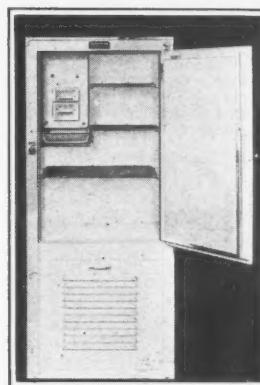
The company is also offering a "Rotarex" 6 washer, retailing for \$89 and a "Apex" two-tub gyrator with extractor. This machine is the quality machine on the "Apex" line.—*Electrical Merchandising*, August, 1929.

Three New Copeland Refrigerators

Three new full-sized models of the Copeland refrigerator have been announced by the Copeland Sales Company, 630 Lyceum Street, Detroit, Mich.

By using a specially-designed fin type tank, these models, known as the A-5, A-5-P and A-5-P Special, have been given approximately 5½ cu. ft. food storage space and nearly 9 sq. ft. shelf room. Each model is equipped with a single and double-depth tray, freezing 21 and 42 ice cubes respectively. The single depth tray is provided with a rubber grid permitting easy removal of ice cubes.

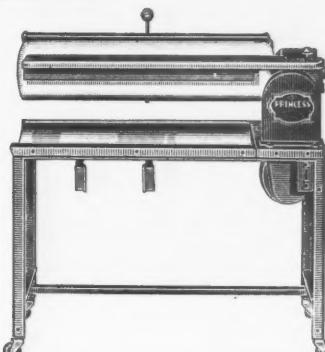
The new models are 55½ in. high, 24½ in. wide and 22½ in. deep. The condensing unit is set upon a newly-developed rubber mounting and the machine compartment is insulated with celotex, to provide exceedingly quiet operation. Hardware is of polished nickel and the door is equipped with a compression gasket. The A-5 is finished in Duco throughout. The A-5-P Special has porcelain interior while the A-5-P has porcelain interior with the front finished in bright metal (Super Ascaloy). The new models are declared by the manufacturer to be priced lower than anything ever before quoted in the industry.—*Electrical Merchandising*, August, 1929.



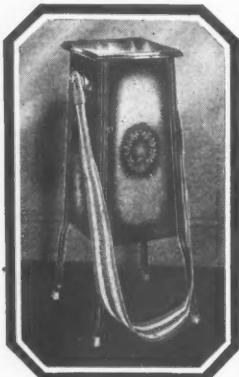
Grinnell Princess Ironer

Special features of the new "Princess" ironer brought out by the Grinnell Washing Machine Corporation, Grinnell, Iowa, are the automatic operation with double knee controls (rubber covered) and conveniently-located hand controls with colored bakelite handles, Westinghouse heating elements, polished aluminum shoe with nickel-plated face. The shoe can be turned up completely for easy cleaning.

The "Princess" is a bench-type ironer, with 28-in. roll, covered with quilted cotton and unbleached muslin. It has a double clothes rack that folds away when not in use. The finish is jade green enamel. The ironer will be in the same price class, the manufacturer declares, as the Grinnell "Laundry Queen" washer.—*Electrical Merchandising*, August, 1929.



New Electrical Merchandise

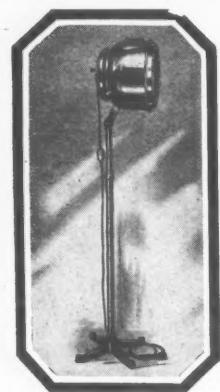


Tower Exerciser and Sun Lamp

Two new products are being announced by the Tower Manufacturing Corporation, 122 Brookline Avenue, Boston, Mass.—the 1929 exerciser and reducer, in console model, and the carbon arc sun lamp.

The exerciser has fully adjustable stroke, variable speed. Both wide and narrow belts are furnished. The console itself is of two-tone art metal with decorative front panel, shaded in neutral colors to harmonize with home interiors. Its intended retail price is \$59.50.

The lamp, offering many exclusive features, is of the pedestal type. With carbons, its intended retail price is \$39.50. —*Electrical Merchandising*, August, 1929.



Eveready 40 Radio Receivers

Announcement is made by The National Carbon Company, 30 East 42d St., New York City, of an addition to its line of "Eveready" A.C. electric radio receivers to be called the "40" Series. This line uses 245 tubes in the push-pull output in place of the 171-A type tubes in the "Eveready 30" Series. Cabinets in the new line are identical with those in the "30" Series.

The new line is designed for purchasers who wish the extra power provided by the 245 tubes, and will be offered in three console models. The "30" Series will be continued and supplied as occasion demands.—*Electrical Merchandising*, August, 1929.

Altorfer Announces Price Cuts

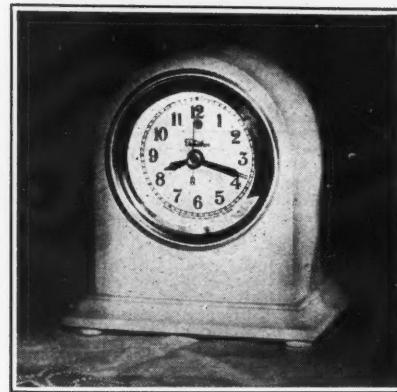
Altorfer Bros. Company, Peoria, Ill., announce price cuts on two of the most popular "A-B-C" washers,—the "ABC Spinner" and the "ABC Companion". On the "Spinner" the reduction is \$10, from \$175 to \$165 and on the "Companion" \$25, from \$160 to \$135. The "Companion" with gas engine (Model 58) also will be sold at a list of \$135, plus a charge of \$27.50 for the engine. —*Electrical Merchandising*, August, 1929.

Armstrong Drip Coffee Percolator

"To boil coffee is to spoil it," says the Armstrong Electric & Manufacturing Company, Huntington, W. Va., in introducing its new automatic electric drip coffee percolator.

This new percolator is made in two parts—the base, containing a closed type Chromalox heating element and the automatic switch and the 6-cup copper coffee percolator itself.

The automatic feature works on the same principle as a teeter-totter or seesaw. The percolator is divided into two compartments—one into which the water is poured, and the other from which the finished coffee is poured. Filling the water compartment causes the percolator to tip down on the right side, so slightly as to be scarcely noticeable. This operates a switch in the base on which the percolator rests and turns the current on. When the water in the water compartment has been transferred through the coffee and into the coffee compartment, the weight of the percolated coffee tilts the percolator down and the switch cuts off the current. There is no timing mechanism, no lever and no clock. The amount of water used determines the time the current is on. The intended retail price is \$14.75. The patented switch plug, non-arcing and non-sticking, is so made that it "detaches" should one accidentally run into the cord while the percolator is in use. Because of this feature, the percolator cannot be accidentally knocked off the table.—*Electrical Merchandising*, August, 1929.



New Telechrons

A glance through the new "Telechron" catalog reveals several new models of this popular electric clock. There are three new models with illuminated dial and one with "Modernique" case for devotees of the art moderne.

The "Clinton," "Vernon" and "Auburn" clocks are now offered with illuminated dial. An invisible tiny Mazda lamp gives soft, indirect illumination so that the time can be seen in an otherwise darkened room. The light, of course, may be turned on and off at will by means of a small knob at the back of the clock. These new illuminated models not only serve a practical purpose but a decorative one as well, for the small, cheerful light lends charm to an otherwise uninteresting corner. This small light, it is declared, adds practically nothing to the cost of the clock's operation. The dials of these three models are gold finished. The "Clinton" and "Vernon" models have mahogany cases and retail for \$23 and \$24 respectively, while the "Auburn" has case of wood, lacquered in ivory, Chinese red or apple green. It retails for \$28.

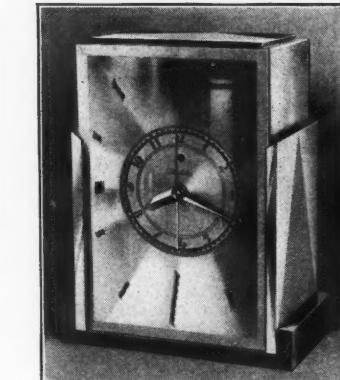
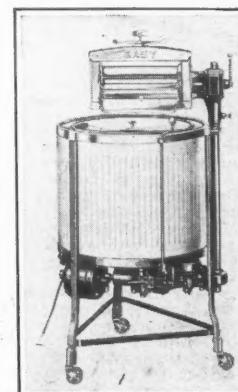
"Modernique," designed by Paul T. Frankl, well-known designer of modern furniture, has metal case, finished in brushed silver, with shaded plane effects and $\frac{3}{4}$ in. silvered dial. Its intended list price is \$50. Warren Telechron Company, Ashland, Mass.—*Electrical Merchandising*, August, 1929.



Easy Wringer-Type Washer

A new "Easy" washer with the new "Easy" agitator principle of washing, has been announced by the Syracuse Washing Machine Corporation, Syracuse, N. Y.

The new machine known as "Model F" is of the wringer-type and has nickel-plated solid copper tub, enclosed in Duco-finished, heat-retaining steel shields. The tub has an 8-lb. washing capacity. Intended retail price \$99.50.—*Electrical Merchandising*, August, 1929.

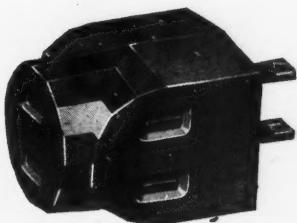


Royal Glass Top Fuses

Announcement has been made by the Royal Electric Company, Chelsea, Mass., of a recent development in the design of Royal fuse plugs. The new feature is in the form of a hexagon head which will characterize all Royal Crystal fuses of 15 amp. or less. These new fuses have complete crystal glass top.

With these new fuses, the manufacturer points out, the matter of replacement of fuses by the trouble-man or contractor will be greatly simplified. The fuse is so shaped that it will instantly indicate, even in the dark, the condition of the circuit, whether it is over or under-fused.—*Electrical Merchandising*, August, 1929.

New Electrical Merchandise

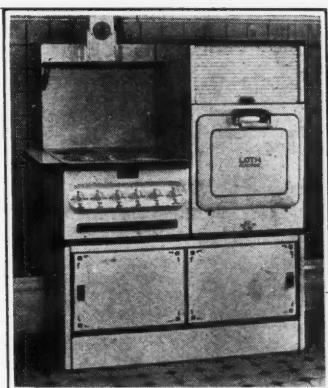


Beaver Cube Tap

Three convenience outlets bloom in the place of one, with the use of the new bakelite cube tap offered by the Beaver Manufacturing Company, 625 North Third Street, Newark, N. J. The tap is very handsome in appearance and design, being made of bakelite in rich brown finish. Its intended retail price is 20c. Its catalog number is L. A. 4.—*Electrical Merchandising*, August, 1929.

Dominion Sandwich Toaster

Two- or three-decker sandwiches can be toasted at one time in the new No. 46 "Sandwich Queen" sandwich toaster brought out by the Dominion Electrical Manufacturing Company, 712 Ontario Avenue, West, Minneapolis, Minn. Both sides of the bread are toasted at the same time. When grilling bacon, the grease flows off through channel to cup beneath. When open, the toaster provides two large hot plates for frying chops, small steaks, ham and eggs, etc. The aluminum grids can be removed for cleaning. The intended retail price, finished in nickel, \$12.50; chromium plated, \$14.50.—*Electrical Merchandising*, August, 1929.



Loth De Luxe Range

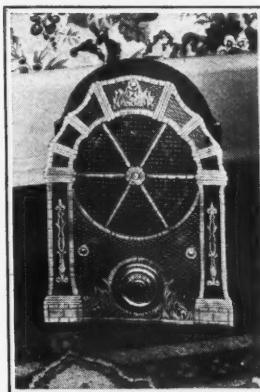
Designed primarily to fit the needs of customers on rural extension lines, who have been accustomed to a coal range equipped with a warming oven for heating dishes and keeping food warm, is the new de luxe electric range announced by the W. J. Loth Stove Company, Waynesboro, Va.

The chief feature of this new range is the roll door warming compartment immediately over the oven, in which is installed a 300-watt heating element. The overall width of the range is 43 in. with end shelf and 40 in. without shelf; height overall, 54 in. The oven is 16 in. x 14 in. x 18 in. and carries maintained oven-type temperature control as standard equipment. An appliance receptacle is provided, also plug attachment for timer. The range is offered with three or four surface burners and with oven at right or left. Its total capacity, in 4-burner type, is 8110 watts. The finish is either white or green porcelain enamel.—*Electrical Merchandising*, August, 1929.

Carmean Combination Fan and Heater

Although serving year round use because of its heating and cooling properties, the new combination fan and heater of the Carmean Electric Company, 1609 East 9th Street, Kansas City, Mo., was designed, its manufacturer points out, to provide an efficient air heater. The electric fan is employed, it is explained, to bring air into contact with the heating element and to heat this air by direct contact with the coils. So thoroughly does the air absorb the heat from the heater, says the manufacturer, that its coils do not glow and the outer parts of the heater are always cool.

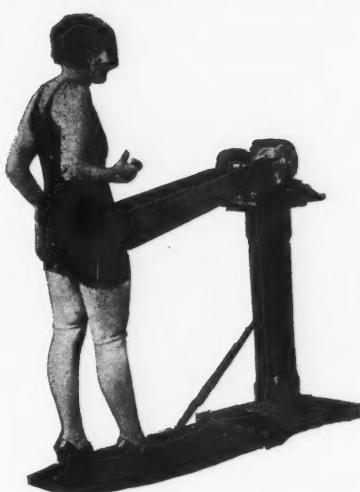
The motor is of the induction type with only one moving part. Model 4A is designed for use on 110 volts, 60 cycles, and is rated at 1320 watts. It is 14½ in. high and has an 8-in. fan. Its weight is 25 lb. and the intended retail price is \$28.—*Electrical Merchandising*, August, 1929.



Burke Vimotor

Four models are offered in the "Vimotor" exerciser brought out by the Burke Machine Tool Company, Conneaut, Ohio. Model "A" is of table type, unmounted and ready for use on any table or wall. It is equipped with hold-back straps for anchoring with screws, bolts, etc. Model "B" is of floor-type, on four-legged stand and platform, while Model "C", also floor-type, is mounted on pedestal. Model "C" is illustrated. Model "D" is entirely concealed, being mounted in a walnut-finished cabinet.

The exerciser is equipped with wide and narrow massage belts. It is scientifically adjusted to the correct speed with three strokes. A ½-hp. Sunlight motor is used. Models "C" and "D" require no anchoring.—*Electrical Merchandising*, August, 1929.



Eveready Vest Pocket Flashlight

Retailing complete, with replaceable battery and bulb, for less than 50c is a new midget flashlight introduced by the National Carbon Company, 30 East 42nd St., New York City. The flashlight, it is declared, can be operated indefinitely by refilling with new batteries. Even its bulb is replaceable. Its intended retail price is 49c. complete, ready to light, in Scotch grained red, blue, green or black. The illustration shows the size of this vest pocket flashlight.—*Electrical Merchandising*, August, 1929.

Kelvinator Commercial Refrigerating Units

Six new heavy duty commercial refrigerating machines, according to a recent announcement by the Kelvinator Sales Corporation, Detroit, Mich., are now in production. These new units are ruggedly built, with heavy cast iron base to eliminate vibration. They are available in both water-cooled and refrigerant-cooled types.

Two methods of overcoming oil decomposition in these new units have been utilized by Kelvinator engineers, it is pointed out. In the water-cooled units the condensing water is passed through the head of the compressor and in the larger air-cooled units the compressor head, charged with a refrigerant, is connected to a secondary condenser. When the head becomes warm, the refrigerant evaporates and the liquid returns to the head, where the process is repeated. The compressor is thus cooled below the decomposition temperature of the oil.—*Electrical Merchandising*, August, 1929.



Universal Combination Waffle Iron, Griddle and Sandwich Toaster

A variety of uses are served by the new combination appliance brought out by Landers, Frary & Clark, New Britain, Conn. This new appliance is a combination waffle iron, griddle and sandwich toaster. Its unusual versatility, the company points out, is due to its exclusive "Universal" expansion hinge. In the waffle iron position this hinge enables batter to rise; then it allows grids to be reversed to form sandwich toaster, in which position it adjusts the space between toasting plates to accommodate the various thicknesses of the sandwiches.

Intended retail price, \$18.—*Electrical Merchandising*, August, 1929.

New Electrical Merchandise



Home-Sun Carbon Arc Lamps

Two models of "Home-Sun" carbon arc lamp are offered by the Super-Power Arc Lamp Company, Geneva, Ohio,—a table and a floor model.

In Model "T", the table model, the lamp head is adjustable for angle and can be locked into position. Electrodes are fed from the side and burn for 15 min. periods. The weight of the lamp is 15 lb. and the intended retail price, \$59.50.

The Model "F" floor-type lamp has a 13-in. polished aluminum reflector with protective screen, chromium plated standard, French gray enameled base and easy rolling rubbered casters. It is designed for individual or group use, is adjustable for height as well as angle and can be swung around in a circle without moving the base. Intended retail price, \$99.50.—*Electrical Merchandising*, August, 1929.

* * * Oil-O-Matic Junior Oil Burner

Fundamental "Oil-O-Matic" principles have been retained in simplified form in the new "Oil-O-Matic Junior" oil burner recently announced by the Williams Oil-O-Matic Heating Corporation, Bloomington, Ill.

This new burner is the same type as the successful model J. It is a low-pressure atomizing fuel oil burner. The new fan, atomizing pump and metering pump are driven through a flexible coupling to isolate mechanical noise. The metering pump is easily adjusted by a dial outside of the pump. The $\frac{1}{4}$ -hp. motor is mounted at right angles to the draft pipe.

Size and other features have been altered to reduce production costs. Even the appearance of the new burner has been improved by such attention to detail as the one-piece base which assures stable mounting, the manufacturer points out. The machine may be easily raised or lowered for different furnaces. The capacity of the new burner is $3\frac{1}{2}$ gal. It is designed to satisfactorily handle any fuel oil suitable for the Model J. Because of anticipated large scale production, an amazingly low price is being placed on this new model, the announcement states.—*Electrical Merchandising*, August, 1929.

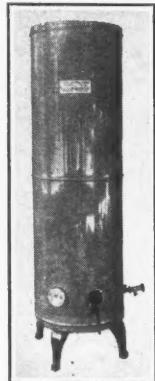


Hallmark Off-Peak Water Heater

In installations of the "Hallmark" water heater of the Hall Electric Heating Company, 1429 Walnut Street, Philadelphia, Pa., power sales are increased without a corresponding increase in generating capacity. Because of its off-peak features, the consumer is provided with full advantages of an electrically-heated hot water supply at low cost.

In the "Hallmark" heater, the water is heated and held in storage, as in a thermos bottle, until used. A specially designed water mixing-valve automatically increases the available supply of water at the desired temperature. A time switch controls the water heating periods in accordance with any schedule required by the power company. It is operated by a synchronous motor identical with those used in electric clocks of the synchronous type. A simple gear-and-cam mechanism controls the opening and closing of the switch contacts. Cams are provided to meet any specific load condition. The heating unit is of the "Hotpoint Calrod" immersion type.

The "Hallmark" heater is made in two sizes: W-55, providing 72 gal. daily service and W-38, with 162 gal. daily service at 130 deg. F., with an 80 per cent emergency storage for extraordinary demands. W-55 is rated at 110 or 220 volts, 1100 to 1600 watts while W-38 is furnished only in 220 volt, 2000 to 3000 watt type, the wattage depending on the hours of connection to the line. These charging hours are a province of the power company and can be varied between operating divisions.—*Electrical Merchandising*, August, 1929.



* * * Electric Meat Block Brush

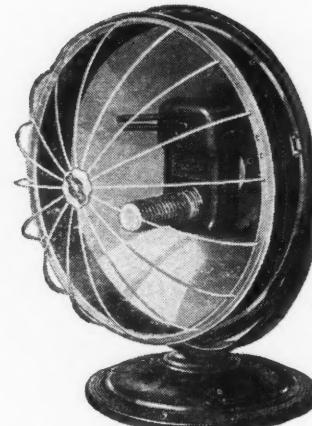
One of the greatest electrical aids to the butcher, after the grinder and slicer, is the Hutchinson electric meat block brush, manufactured by the Beardsley Company, 3703 East 93rd Street, Cleveland, Ohio.

This new device is designed for cleaning meat blocks, a wearying and disagreeable task performed daily in butcher shop. The brush operates from the ordinary lighting circuit. It is merely guided over the block as a small hand vacuum cleaner is guided over a sofa or chair, no pressure being required. The brush is cleaned by dipping it into hot water and starting the motor.

The device, it is pointed out, has many other uses in other shops and industries.—*Electrical Merchandising*, August, 1929.

* * * Eagle Feed-Through and Multiple Pendant Switches

Two new household switches are announced by the Eagle Electric Manufacturing Company, 57-79 Hall Street, Brooklyn, N. Y. No. 155 is a feed-through switch of sturdy construction of two-piece brown composition and is listed at 40c. The multiple pendant switch, No. 160, is of the same color and construction. Three outlets are provided in the pendant switch which is listed at 60c.—*Electrical Merchandising*, August, 1929.



Vio-Ray Sun Lamp

In England, as in America, ultra violet sun lamps have also come into wide popularity. Here is one of the new sun lamps recently brought out by a well-known English manufacturer, L. G. Hawkins & Company, Ltd., 30-35 Drury Lane, Kingsway, London, W. C. 2. This new lamp is of the carbon arc type. Embodied in the unit holding the carbons is an electric heating element which, says the company, provides a further sunlight effect—heat, assisting the ultra violet rays in their action and keeping the room at a comfortable temperature. The consumption of the lamp is declared to be about $\frac{1}{2}$ kilowatt on a 100-volt circuit. The lamp, including goggles, retails for about \$25 in England.—*Electrical Merchandising*, August, 1929.

* * * Galvin Exerciser-Reducer

Four different degrees of vibration are furnished by the new exerciser brought out by the Galvin Electric Manufacturing Company, St. Louis, Mo. The machine is made in pedestal and portable types, the pedestal type being furnished with permanent base, fitted with large rubber cushion and special casters and the portable model being mounted on hard-wood board, for use on table or stand. It is furnished with anchoring belt.

The eccentric housing is powered with a Galvin $\frac{1}{4}$ -hp. motor, 110-volt, 50- or 60-cycle, a.c. Direct-current motors are furnished without extra charge, while special motors for odd cycles and voltages are furnished at slightly higher prices. The exerciser is equipped with wide and narrow belts, muslin cover for wide belt and set of hand grips. The intended list price of the portable type is \$49.50 while the pedestal model is \$79.50.—*Electrical Merchandising*, August, 1929.



New Electrical Merchandise



Newcombe Vacuum Cleaner

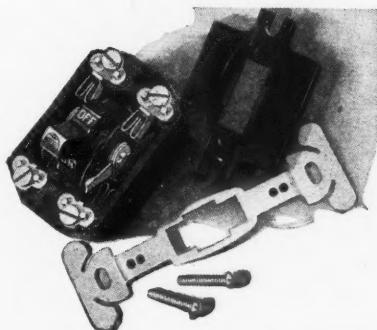
Unique in design because it has no bag is the new "Newcombe" vacuum cleaner brought out by the Newcombe Separator Company of America, Inc., 1911 First Street, Detroit, Mich.

In this new machine, the dust is separated from the air by a small perforated aluminum cone attached to the fan, which revolves at the same speed as the motor. The air is drawn up through the nozzle of this container through an aluminum pipe and the air passes through the slots of the aluminum cone into the room. The dirt is thrown back into the dust container by centrifugal action of the separating member. The motor travels at about 12,000 r.p.m.

To remove the dirt, the two spring clips or catches at the sides of the cleaner are unsnapped and the dust is then emptied very easily from the light aluminum container. The weight of the machine is about 10½ lb. and is die cast. A chemically treated air filter pad is used where the air escapes into the room. This pad can be replaced with a new one from time to time.

The nozzle can be adjusted to suit different thicknesses of rugs. The handle can be locked rigid and the machine can be set in the corner, rigid, the same as a broom. Its intended retail price, complete with attachments is \$75.—

Electrical Merchandising, August, 1929.



Hubbell Shallow Flush Toggle Switch

Harvey Hubbell, Inc., Bridgeport, Conn., is marketing a new shallow flush toggle switch that has a new form of contact spring, preventing burning of contacts at "make," even, it is explained, in circuit with type "C" lamps.

In this new switch two different rates of vibration are set up in the spring; one tending to counteract the other. Thus recoil is practically eliminated in the ends of the contact spring when the solid metal contact blade strikes between them. An automatic "kick off" prevents sticking of blades in contact. A solid bridge with ears lies in a recess across bakelite cover and a bakelite case completely encloses the mechanism.—

Electrical Merchandising, August, 1929.

New Haag Washers

Two new washers, together with the well-known Model 75, round out the line of washers offered by Haag Brothers Company, Peoria, Ill.

These two new models are the 55 and 65. No. 65 is a newly-designed washer with patented Haag agitator. It has large round aluminum tub, Haag direct drive and grease-tight enclosed gear case. Balloon-type reversible wringer with soft rubber rolls and removable clothes guide. Its intended retail price is \$129.50.

Model 55 is similar in appearance to 65, but is smaller in size and washing capacity. Intended retail price, \$99.50.

Model 75, the de luxe model of the line is being retailed at \$160. This machine has square aluminum tub and direct drive from motor to agitator.—

Electrical Merchandising, August, 1929.



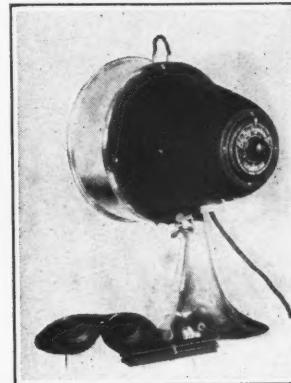
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Lifelite Sun Lamps

A dial (similar to those found on radio receivers,) on the back of the new "Lifelite" sun lamps developed by the Beasley-Eastman Laboratories, Inc., 1304 Harper Avenue, Detroit, Mich., controls the clutch and operates the timing device. To operate the lamp, the dial is turned to "off" position. At this point the current is cut on both sides of the line by switch. Carbons are loose in the clutch and the upper pair touch the lower pair. The dial is then turned clock-wise to the number of minutes desired for treatment, the period of treatment being selective from 2 to 10 min.

Model T lamp is of table type and has an approximate retail price of \$35; Model U is of the same design in the reflector, shade, clutch and timer control but is 2 in. wider and 1 in. longer in the shade. It is mounted on an adjustable stand and has an intended retail price of \$60; Model V is similar in appearance to Model U but is finished entirely in chrome. It is a transformer type lamp with transformer mounted in the base, which is on casters. It draws 12½ amp. off the line with 25-27 amp. at the arc, using single 13MM carbons. Intended retail price, \$90.—

Electrical Merchandising, August, 1929.



Sales Helps Offered by Manufacturers

Edison Electric Appliance Co., Inc., 5600 West Taylor Street, Chicago, has among other sales helps, an attractive instruction and recipe book on the "Hotpoint" electric cooker jug and the portable "Dinette" range. It is called "Inside the Cooker Jug."

Copeland Sales Company, 630 Lycester Street, Detroit, Mich., is launching a huge campaign on its new refrigerators. "Announcing the 'A-5,'" a sales manual, gives full information on conducting this campaign, stressing telephone solicitation. A full line of sales help material is offered.

Lightolier Company, 569 Broadway, New York City, has issued a large, de luxe customer booklet, "Art in Lighting,"—a colorful presentation of home lighting.

Oil Heating Institute, 342 Madison Avenue, New York City,—two new booklets, "Your Guide to Oil Heating Satisfaction" and "Oil Heat and the Business of Living."

Armstrong Electric and Manufacturing Corporation, Huntington, W. Va.—a direct mail range campaign.

Goulds Pumps, Inc., Seneca Falls, N. Y.—Catalog and Handbook in looseleaf binder.

Gleason-Tiebout Glass Company, Celestialite Division, 200 Fifth Avenue, New York City,—"Out of the Darkness," a booklet dealing with good lighting.

Atwater Kent Manufacturing Company, Philadelphia, Pa.—"A Selective Selling Campaign," emphasizing the selection of prospects and how to sell these selected prospects, employing sales helps prepared by the company. "Radio and the Central Station" is another new Atwater Kent publication, pointing out the place of radio in central station merchandising. Included in this publication is an appliance revenue chart, showing the annual consumption of electric radio as 104 k.w. as compared to 42, 37, 25, 42 k.w. of the heater, toaster, washer, percolator, etc.

The Automatic Washer Company, Newton, Iowa, is offering "Duo-Disc" golf balls made especially for the company by a well-known manufacturer. The balls come packed in lots of 1 doz. each with the "Automatic Duo-Disc" trademark in an assortment of colors.

"Clocks in the Modern Home" is the title of an interesting little booklet on clocks, including some electric models, issued by the Clock Manufacturers Association of America, Drexel Building, Philadelphia. Suggestions are given, in color, for the types of clocks for use in the various rooms of the home.

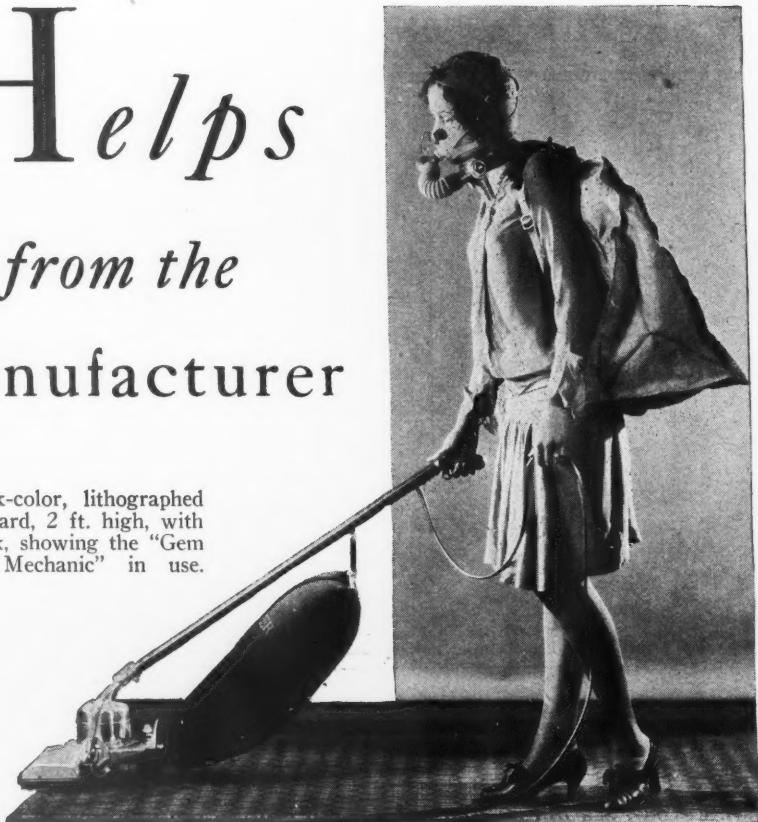
The Western Coil & Instrument Company, Racine, Wis., has issued for use with its "Tri-Beam" sun lamp, two treatment record cards, one for physicians and for the home. These cards cover a 60-day period, and specify the length of treatment minutes and the type of carbons to use during this period.

Dealer Helps

from the
Manufacturer



Left.—Six-color, lithographed window card, 2 ft. high, with easel back, showing the "Gem Kitchen Mechanic" in use.



Above.—Energy cost of operating a vacuum cleaner—an illustration in the lecture offered by the Hoover Company to central station home service women, for use in home cleaning and hygiene programs.



St. Patrick's Day Parties

ST. PATRICK'S DAY parties are always jolly. A little of the green of Erin is appropriate, seems to carry into celebrations the brightness of this picture scene. Shamrocks abound and should be widely used for decorations. You can make bounding strings of shamrocks from green crepe paper and fasten them in pairs to the room, a shining green Shamrock light between, and shamrocks on a jet black background. The shamrocks are made from Irish lace paper, which is strong, each illuminated from within by a color Noma Light. Irish papers, Irish pins, greenish harps, and all the traditional souvenirs that symbolize St. Patrick's Day, add color and gaiety to the party, especially when they are illuminated in this novel way by fascinating color-lights.

The Irish shamrock, for illustration, makes a most original and attractive window display. Each little Noma Light is painted with a pretty face, and to each one three green crepe paper shamrock petals are pasted for a frame. They are



tucked around a corner and surrounded with plain green crepe paper shamrock leaves. The tree is set in a flower pot and attached to a light socket. What a merry surprise it provides when the shamrock faces are turned on!

Irish cigarette stands, their faces a painted Noma lamp and their skirts a repeating floral pattern, Irish lace paper, with black lace, are used to make a base to stand around the supper table. The Irish candle shown opposite was made by a clever hostess out of Dennison crepe paper in stone-wall design. Each wax-paper window was lighted from within by a Noma color-light.



Page 4

Above.—Five pieces comprise this six-color Gainaday window display. The life-size cut-out of the girl is so designed that it fits back of the wringer to give the impression of a saleswoman inviting inspection of the washer.



Above.—Two pages from the attractive booklet, "Decorating with Color-Light," issued by the Noma Electric Corporation, New York City. The booklet contains fifty-four plans for party decorations for all occasions.



Above.—Reproduction of Premier Spic-Span cleaner, used as an automobile door handle hanger. The dealer's name and address on the back.



The Firming Line News.

New York

"For the Man at the Sales Front"

August, 1929

To Take Appliance Distribution Census

Survey to Include Every Type of Retail Unit

WASHINGTON, D. C.—For the purpose of ascertaining more perfectly the distribution of electrical goods, the electrical division of the Commerce Department is completing plans for a national census taking among the various retail units handling electric refrigerators and heating appliances. This study will comprise two distinct surveys—one covering refrigerators and the other devoted exclusively to heating appliances. It is expected that a further survey will be made to check the distribution of motor-driven apparatus.

As the result of these studies, it will be possible to establish the percentage of the entire business in each type of article that is done by the various retail units. A survey that is being completed of the distribution of radio goods, for instance, has shown according to tentative findings that there are nearly a hundred different types of establishments handling these articles, ranging from beauty parlors to garages. It is expected that the same situation will be revealed with regard to the electric appliances—a large number of outlets but a few of them controlling the greater part of the business.

Particular attention will be directed toward finding out the percentage of the appliance business that is done by the central stations. It is believed that the findings will disclose that the central stations do not dominate the market for electrical apparatus taken as a whole, although it may be shown that there are certain types of appliances that they are obliged to concentrate on because no other establishment desires to do so. When the true picture of the part that central stations play in appliance distribution is presented, it is thought that the agitation that has been directed against their sales activities will be largely dissipated.

Protests have been made to the Federal Trade Commission from certain refrigerator interests, it is stated, asking the Commission to examine closely into the appliance sale business of the power companies. After looking into this protest, Government officials do not believe that there is any ground

(Continued on Page 122)

N. Y. Electrical Show To Be Held Oct. 7-12

Under Direction of Exposition Company

NEW YORK, N. Y.—The New York Electrical Show to be held October 7 to 12, 1929, will be sponsored by a committee jointly representing the Electrical Board of Trade of New York and the New York Electrical League, according to an announcement by Earl Whitehorne, president of both organizations. As soon as the reorganization of the two electrical associations is complete, the sponsorship will rest with the new electrical association of New York.

For the first time in the history of the show it is to be managed and staged by the International Exposition Company who operate the Chemical Show, the Power Show, the Flower Show and others. They have been given the contract and will take entire financial responsibility, acting under the guidance of the committee.

The main floor of the show, according to the tentative plans, will be given over principally to a presentation of electricity for domestic use, together with an exhibition of industrial and commercial applications of electricity.

The exposition will be operated as a national trade show between the hours of 10 a.m. and 2 p.m., with attendance limited to members of the electrical industry. It will be open to the public from 2 p.m. to 10 p.m.

McClymont Leaves Whirldry

NEW YORK, N. Y.—James McClymont, for a number of years a prominent figure in the appliance field, has severed his connections with the Whirldry Corporation where he served in the capacity of vice-president and sales manager.

Prior to entering the appliance industry, McClymont was identified with the manufacture of lithographic printing machinery as vice-president and manager of the Hall Printing Press Company. He entered the electrical field as treasurer and manager of the Laundrette Sales Co., New York. Later, he had a large part in the development of the Savage Arms Co., washer and dryer, acting as sales manager of that branch of the Savage business. McClymont has not made his future plans known. He is at his summer home at East Marion, L. I., N. Y.

Food Preservation Program Well Under Way

Appoint Regional Directors in Charge of Local Activities

At Home



Karr Parker, newly-elected President of the Westinghouse Agent-Jobbers Association during the recent convention at Hot Springs, Va. Mr. Parker is vice-president of McCarthy Bros. & Ford, Buffalo, N. Y.

Edison Fellowship Established

Would Promote Scientific Research

An Edison Fellowship for Research has been established by the General Electric Company in honor of Thomas A. Edison and in commemoration of the fiftieth anniversary of Mr. Edison's invention of the incandescent lamp.

The Edison Fellowship will give the holder facilities for a year's scientific research. It will be presented to a selected candidate who is fitted by adequate training in science, and whose aptitude for research has been indicated by his previous original scientific work.

The Edison Fellow will be selected by the National Research Council.

NEW YORK, N. Y.—The beginning of active work in development of local Food Preservation Programs has been a feature of the past month in the National Food Preservation Program the movement for public education in the need for proper refrigeration. Local councils in a large number of cities in all parts of the country have completed their organizations, and requisitions for tie-up materials from a number of other points show that active work is also under way there.

All factors concerned in the problem of food preservation have joined forces in making the work of the local councils successful. Ice manufacturers and distributors, makers and distributors of ice-cabinets and all kinds of refrigeration machines, dairies, meat distributors and organizations and individual firms which are concerned with food distribution; public health agencies, women's clubs and civic organizations have all responded to the invitation of the National Food Preservation Council to participate in this movement.

It has been anticipated that there will be a great demand for information about proper preservation of food and the Council has had Mrs. Elizabeth Stone MacDonald, authority on home economics, write a booklet on the subject.

Regional Directors have been, in nearly every instance, taking leaves of absence from commercial work in order to travel throughout their territories and perfect the local organizations. The regional directors who are charged with the local organization of activities of the program on a nation-wide scale are:

District 1—Maine, New Hampshire, Vermont—Roy Holden, Cumberland County Power and Light Company, Portland, Maine.

District 2—Rhode Island, Massachusetts, Connecticut—W. G. Keay, Cambridge Electric Light Co., Cambridge, Mass.

District 3—New York State—M. E. Skinner, New York Power & Light Co., Albany, N. Y.

District 4—Metropolitan New York—C. L. Harold, Brooklyn Edison Company, Brooklyn, New York.

District 5—New Jersey and Delaware—F. D. Pemberton, Public Service Co. of N. J., Newark, N. J.

District 6—Pennsylvania—George Whitwell, Duquesne Light Company, Pittsburgh, Pa.

District 7—District of Columbia, Maryland, Virginia—H. A. Brooks, Potomac Electric Power Co., Washington, D. C.

District 8—Ohio, Kentucky, West Virginia—C. L. Dunn, Ohio Public Service Company, Cleveland, Ohio.

District 9—Indiana, Illinois, Michigan, Wisconsin—E. L. Hinchcliff, Middle West Utilities Company, Chicago, Ill.

District 10—North Carolina, South Carolina, Georgia, Florida—C. A. Collier, Georgia Power Company, Atlanta, Georgia.

District 11—Alabama and Tennessee—A. B. Collins, Alabama Power Company, Birmingham, Ala.

District 12—Arkansas, Oklahoma, Mississippi—R. I. Brown, Arkansas Power & Light Co., Little Rock, Arkansas.

District 13—Louisiana and Texas—P. E. McChesney, Gulf States Utilities, Beaumont, Texas.

District 14—Iowa, Kansas, Missouri, Nebraska—C. A. Nash, United Light & Power Co., Davenport, Iowa.

District 15—Minnesota, North Dakota, South Dakota—H. E. Young, Northern States Power Co., Minneapolis, Minn.

District 16—Colorado, New Mexico and Wyoming—G. B. Buck, Public Service Company, Denver, Colorado.

District 17—Utah and Idaho—P. M. Parry, Utah Power & Light Co., Salt Lake City, Utah.

District 18—Washington and Oregon—A. C. McMicken, Portland Railway and Light Company, Portland, Oregon.

District 19—Northern California and Nevada—R. T. Stephens, Pacific Gas & Electric Co., San Francisco, California.

District 20—Southern California and Arizona—H. G. Kenyon, Southern California Edison Co., Los Angeles, California.

M. E. Skinner Given New Office

Empire State Gas & Electric Association Elects

NIAGARA FALLS, N. Y.—Merrill E. Skinner, vice-president and commercial manager, New York Power and Light Corporation, Albany, was elected vice-chairman of the Commercial Section of the Empire State Gas and Electric Association at the annual election of that body held in Niagara Falls.

F. M. Houston, Associated Gas and Electric Company, Oneonta, was elected chairman of the section, succeeding J. L. Haley, vice-president and Capitol Division manager, New York Power and Light Corporation, Albany. Mr. Skinner has served, during the past year, as chairman of the section's Joint Committee on Merchandising Policies.

To Take Appliance Distribution Census

(Continued from Page 120)

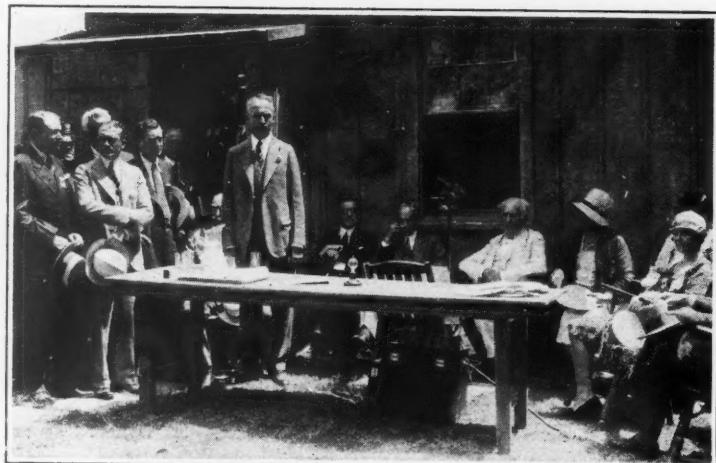
for action. The issue has come up locally in the city of Washington of whether or not the utility companies are charging their customers in their bills for any losses that they may incur in the sale of appliances. It is believed, however, that the Utilities Commission will take no action toward a general investigation of the books of the gas and electric companies unless actual proof is presented that losses in appliance sales are being passed off to the public.

Practically all of the members of the advisory committee on the distribution census are men who have been working with the Department of Commerce for several years past on various phases of its program for the elimination of waste in distribution. F. M. Feiker, managing director of the Associated Business Papers, Inc., who will serve as chairman of the committee, was Mr. Hoover's principal lieutenant in 1921-22 in mobilizing the Department of Commerce for the service of the American business man. Dr. Frank M. Surface, Assistant Director of the U. S. Bureau of Foreign and Domestic Commerce, is a member of the committee. Dr. Surface is the man under which the distribution studies engaged in by the Bureau have developed. Dr. Melvin T. Copeland, Professor of Marketing in the Harvard Graduate School of Business Administration, contributed the chapters on marketing which is presented in the report of Mr. Hoover's committee on Recent Economic Changes. The committee also will have the benefit of the experience of F. A. Gosnell who, until recently, was chief statistician in charge of the distribution census. Mr. Gosnell resigned from government service only a few months ago.

The other members of the committee are Svedev Anderson, president of the Millers' National Federation, Washington; Dr. L. D. H. Weld, H. K. McKann Company, New York; W. E. Freeland, Freeland & Warren, Inc., Boston; Herbert J. Tiley, president of Strawbridge and Clothier, Philadelphia; William Butterworth, president of the Chamber of Commerce of the United States, Washington; William Nelson Taft, editor of *Retail Ledger*, Philadelphia; C. J. Whipple, president of the Hibbard, Spencer, Bartlett Company, Chicago; Henry S. Dennison, president of the Dennison Manufacturing Company, Framingham, Mass.; E. M. West, Dodge, West, New York; and Paul T. Cherington, J. Walter Thompson Company, New York.

The immediate problem confronting the advisory committee is the preparation of schedules which will accurately reflect the business operations of the retailer, the wholesaler, the chain store, the mail order house, the auction and produce dealer, the direct seller and the importer and exporter of merchandise.

More Edisonia for Dearborn



A small shack in which was blown the glass bulb for Edison's first incandescent lamp was presented to Henry Ford recently by the General Electric Company. Reading from right to left, standing, front row: G. C. Osborn, Gen'l Sales Manager, Edison Lamp Works; Charles Edison, President, Thomas A. Edison, Inc.; E. E. Potter, Ass't Gen'l Sales Manager, Edison Lamp Works. Seated: Mrs. Chas. Edison, Mrs. Thomas A. Edison, Thomas A. Edison, Henry Ford, John W. Lieb, Vice Pres. New York Edison Co.

New Electrical Chain Proposed

To Open 24 Stores

SPOKANE, WASH.—Something new in the way of electrical chain stores is being proposed by the Brown-Johnston company, L. R. Hamblen and Percy P. Brittan, Spokane, with an expenditure of \$150,000.

The new company plans to open its first store in a few days in the new Paulsen Medical and Dental Building, this city. A second store will be opened later in Spokane, after which the chain will be expanded to the principal northwest towns and cities.

Twenty-four stores in all are proposed at the present time, four in Seattle, four in Portland, two in Tacoma and single units in Vancouver, Wash., Yakima, Wenatchee, Walla Walla and other small cities of the territory. If these chain stores prove successful, they will be expanded further throughout the Pacific coast.

"Electrical merchandise is more or less complicated and our theory in organizing this chain is to place in each store young men trained in the practical phases of electricity who can wait on the public in an intelligent manner and advise and serve them," said Mr. Johnston. "We plan to operate expert repair service in each store and have men in charge of this work capable of advising a customer whether the article is worth repairing, and if so fixing it rightly."

Perryman Electric Moves

NORTH BERGEN, N. J.—The Perryman Electric Company announces the removal of its business and executive offices from 33 West 60th St., New York City, to the Perryman plant, 4901 Hudson Boulevard, North Bergen, N. J.

Electragists Plan Fall Convention

To be Held at Swampscott, Mass., Sept. 30-Oct. 3

NEW YORK, N. Y.—With four business sessions and a varied sightseeing program scheduled, the Association of Electragists International has prepared a comprehensive program for its annual convention to be held this year at the New Ocean House, Swampscott, Mass., Sept. 30-Oct. 3 inclusive. On the mornings of Oct. 1-3 inclusive, business sessions for contractors and dealers only will be held, and on the afternoon of the 3rd there will be an open session for the entire industry. The other afternoons will be occupied by trips to points of engineering, scenic and historic interest in eastern Massachusetts, including a water trip to the Edgar station of the Edison Illuminating Company.

Williams Makes Staff Promotions

Ahlenius Promoted

BLOOMINGTON, ILL.—An important staff promotion and the creating of a new sales department are announced by the Williams Oil-O-Matic Heating Corporation, of Bloomington, Ill.

R. O. Ahlenius, according to a statement by President C. U. Williams, has been made general manager of the corporation, a new position. He went to the Williams company in August, 1928, after spending ten years as vice-president and general manager of a Bloomington wholesale grocery house. Since joining the Williams firm he has spent his time in various departments, familiarizing himself with general operations.

W. E. Robertson Retires From Electrical Trade

Long an Outstanding Wholesaler

BUFFALO, N. Y.—William E. Robertson, for years an outstanding figure in the national leadership of the wholesale branch of the electrical industry, has retired from the Robertson Cataract Electric Company of Buffalo, of which he has long been vice-president and general manager. He will resume the practice of law, which he followed many years ago before he entered the electrical industry, and will devote himself to the field of distribution as it involves the problems of industrial companies serving the electrical industry.

As a jobber, Mr. Robertson has had an active and a distinguished career. As a member of the executive committee of the Electrical Supply Jobbers Association, now the National Electrical Wholesalers Association, and as chairman of its Atlantic Division, he has played a prominent part in the development of the distribution branch of the electrical industry. For years he also served as the representative of the wholesalers on the executive committee of the National Electric Light Association, interpreting the viewpoint of the jobber to the power industry and acting as a liaison to coordinate the policies of the two organizations. His vision and courage, his unusual ability as a speaker, and his natural qualities of leadership have won him wider influence and a vast circle of friends within all groups of electrical men to whom his retirement will bring genuine regret—for the industry loses one of its most constructive workers for the advancement of electrical progress through organized co-operation. Mr. Robertson was one of the founders of the Society for Electrical Development and has been active in the promotion of the idea of local leagues. He has been an enthusiastic exponent of better salesmanship and more intelligent merchandising for the development of the domestic uses of electricity as a service to the public. He is one of the trustees of the James H. McGraw Awards.

Manufacturer of Dormeyer Electric Mixer Changes Name

CHICAGO, ILL.—The corporate name of the MacLeod Mfg. Co., 2640 Greenview Avenue, Chicago, Ill., manufacturers of the Dormeyer Electric Mixer, has been changed to the A. F. Dormeyer Mfg. Co., using the name of the president of the company.

Hurley Adds New Unit

The Hurley Machine Company, manufacturers of Thor electric washing machines, ironing machines, vacuum cleaners, and other household appliances, is adding a large manufacturing unit to its plant located at Cicero, Illinois. The new building will give it an additional 50,000 square feet of manufacturing and facilities.

Employed Women Best Customers

Washer Manufacturer Finds Extended Market

PEORIA, ILL.—How the buying public sometimes upsets the most careful market analyses by manufacturers has just been illustrated, according to Altorfer Brothers Company, maker of A-B-C washers, by the manner in which unexpected new sources of distribution have been revealed for its new apartment washer.

Employed women have proved to be the largest class of customers in the metropolitan centers, exceeding even the families living in kit-chennettes or other small homes where laundry facilities are lacking or inadequate.

The anticipated acceptance was found among apartment house occupants, and the prompt adoption of the washer by working women, married or single, or two girls, living together, was an unexpected

extension of the predicted market.

The second largest class of buyers is made up of those in general who cannot use large size washers for lack of space, and the third consists of well-to-do families who desire to give personal attention to the laundering of their better possessions. In New Orleans, for instance, sales are being made to the wealthiest families on that account alone.

Among the stores where interesting sales marks are being established, and where practically identical reports have been made regarding market opportunities, are Bloomingdale's and Wanamaker's, New York City; Loeser's and Abraham & Straus, Brooklyn; Hahne's, Detroit, and Marshall Field's, Mandel's and the Davis Store, Chicago.

Beardslee and Williamson Combine

CHICAGO, ILL.—Announcement has just been made by the Beardslee Chandelier Mfg. Co., and R. Williamson & Co., of a consolidation, uniting the interests of these two nationally known manufacturers of lighting equipment.

The organization will hereafter be known as the Beardslee Chandelier Mfg. Co. They will continue to manufacture the distinctive and exclusive designs of lighting equipment for shaded light developed by R. Williamson & Co., as well as the complete lines of Beardslee Chandelier Mfg. Co.

National Electric Products Moves

CHICAGO, ILL.—The National Electric Products Company, formerly of Waukegan Ill., announces that the business offices and factory of the company have been moved to 8 East Kinzie St., Chicago, Ill.

New Sales Contest for Standard Stove

To Award Valuable Prizes

TOLEDO, O.—Valuable prizes will be awarded to every winning entrant who participates in the World's Series Campaign that will be conducted by the Standard Electric Stove Company, Toledo, Ohio, during the month of September.

All entrants selling a range a week for four weeks or selling four ranges during the month of September will be awarded these prizes. Other prizes will be awarded on a scoring system of hits and runs, following the method of baseball scoring. All of the salesmen who work for authorized Standard dealers are eligible to enter this contest and many entries have already been received.

Illumination Conferees



More than seventy-five illuminating engineers attended the First Annual Illuminating Conference held recently at the Westinghouse Lighting Institute, Grand Central Palace, New York. Every phase of good lighting practice, with particular attention to decorative and spectacular illumination, was discussed by qualified speakers.

Benjamin to Direct Affairs of A.L.E.A.

Has Long Experience in Lighting Equipment Industry

NEW YORK, N. Y.—Charles L. Benjamin, one of the first editors of *Printer's Ink*, and more recently advertising counsel for Cutler-Hammer Manufacturing Company and the Beardslee Chandelier Company, has been appointed new Managing Director of the Artistic Lighting Equipment Association, succeeding Granville P. Rogers.

Mr. Benjamin, who has taken an active interest and part in the affairs of the lighting equipment industry, will enter into his new duties with a clear knowledge of its needs. He has been a familiar figure at some of the past conventions of the A.L.E.A. and its predecessor, the National Council of Lighting Fixture Manufacturers.

Granville P. Rogers resigned from the A.L.E.A. to become Managing Director of the Steel Founders Society of America.

New Jobs

C. E. Ludovici, for the past 25 years connected with the wholesale electrical business, 19 as President of Jones-Beach & Co., Philadelphia, has gone into business as a manufacturer's representative in that city.

Promotion of Clyde D. Wagner, director of publicity of the General Electric company of Schenectady, to direct the newspaper and magazine sections of the company's publicity office was announced recently by Martin P. Rice, director of publicity and broadcasting for General Electric.

Mr. C. V. Chisholm, Manager of the Edison Distributing Corporation of Boston, Mass., New England distributors of Edison Radios, recently announced the appointment of Guy P. Clement as their representative for the State of Maine.

J. E. Kewley, General Sales Manager of the National Lamp Works of General Electric Company, announces the appointment of R. P. Burrows as manager of the Pacific Division, Oakland, California, succeeding A. M. Sweeney who will be located in the Sales Department at Nela Park.

O. H. Eschholz has been appointed manager of the Patent Department of the Westinghouse Electric and Manufacturing Company, succeeding O. S. Schairer, who resigned to accept a similar position with the Radio Corporation of America. Mr. Eschholz's headquarters will be at the company's East Pittsburgh works.

Thomas A. Edison, Inc., have completed negotiations with Morley Brothers of Saginaw, Mich., for distribution of Edison radios.

How to Get the Most From Your Refrigerator (Continued from page 84)

For a quart or a freezing tray full of most mixtures, four to six hours, or an even longer period must be allowed. A great deal depends, too, upon how often the refrigerator is opened while the freezing process is going on and how much warm food is put into it during that time. Also, if ice cubes are being made at the same time the desserts are being frozen, a longer time will be required.

Decorative ice cubes are easily made in the refrigerator,—a cherry, a sprig of mint, a piece of orange, lime, pineapple, etc., being frozen in the cube. To keep the decorations in the center of the cube, the trays should be filled half full and frozen. The fruits are then added with very little water and allowed to freeze to the ice already formed, after which the tray is filled with water and the cubes are left in the freezing compartment until needed. When a large piece of fruit that extends to the bottom of the tray is used, the entire cube can be frozen at once. Cubes of sweetened fruit juices can also be made, but it should be remembered that some fruit juices require a much lower temperature for freezing than plain water as the amount of sugar must be considered.

ANOTHER great service that the automatic refrigerator can provide and one that is not ordinarily considered, is its use in short-cut cookery methods. The refrigerator will shorten the time for setting gelatine desserts and salads and by means of ice cubes, furnishes ice water for rapid pie crust making, for cooling, mixtures quickly and for making butter balls. Dough for rolls can be kept for three days and more in the electric refrigerator. A quantity of dough can be mixed at one time. The busy housewife can let it rise, cut it down once and store it, tightly covered until wanted. Wrapping in waxed paper will prevent the surface of the dough from drying and make it easy to work. Bread or rolls may be mixed and baked at a time convenient to the housewife. By covering the bread and putting it into the refrigerator, the rising process is checked and the bread

will hold without change until the baking can be done.

Cookie dough can be kept satisfactorily for days in the refrigerator by making it into a long roll and wrapping it in waxed paper. Thin slices can be cut from the roll and the cookies baked in a few minutes. Pie crust, too, can be kept chilled for use as needed.

Still another point of interest is that evaporated milk, which has first been heated in hot water, chilled and then stored in the refrigerator ready to whip will serve as an excellent substitute for whipped cream.

Something distinctly novel as a refrigerator service is the making of ice plates for cold courses. Ice plates or platters, made of clear or colored water, frozen in the form and size desired, lend a festive touch to a luncheon. In making these plates, as described in a recent issue of the "Ladies Home Journal," two molds of each pattern are needed, one to form the bottom of the ice plate and one for the top. One pan is put into the refrigerator to be chilled. The other is filled two-thirds full of water and is placed in the freezing compartment and frozen to the slush stage. The time, of course, varies with the temperature of the freezing compartment but the average time is about an hour.

All the uses for the electric refrigerator, suggested here, are but a small part of the service that can be obtained from the refrigerator. It is a companion piece to the kitchen range and, especially in the summer, will lighten the work of providing three appetizing meals a day. Summer appetites need more catering to than winter ones and a constant succession of refreshing, appealing dishes must be prepared. Salads and frozen dainties are especially welcome when it is an effort to lift a spoon or fork. Foods prepared in the early morning, before the heat of the day and stored in the refrigerator for lunch and dinner serving, either cold or warmed, release the housewife from long, hot hours in the kitchen and delight the jaded appetites of a sweltering family. The electric refrigerator has cut in half the time spent in meal preparation and has given the home one of the most satisfying conveniences it has ever enjoyed.

How Dangerous Are Refrigerating Gases? (Continued from page 76)

their own alarm early enough to prevent any serious fire or explosion hazard from developing. In every home one finds city gas piping, which must be maintained tight to prevent fire and explosion danger which might follow leakage. Certainly it ought not to be any more difficult to restrain these flammable refrigerator vapors within their proper apparatus.

THOSE Government scientific men interested in these projects are very anxious that the selling of refrigerators be carried out in the future without the hurdle of public fear in the way. They have no desire to set up any obstacle, but hope to remove the barricade of public uncertainty just as soon as they can safely do so with reassuring announcements. They must, however, test the warning agents which are suggested and answer the following questions, among others—

Will the warning agent arouse the sleeping person who is in danger of poisoning, as well as warn those who are awake?

Will the warning agent mix with the refrigerant in the machine and at all times be present in sufficient con-

centration in both the gaseous and the liquid sections?

Will the warning agent continue indefinitely in proper condition in a refrigerator cooling system without reducing the refrigerating efficiency?

Will the warning agent stay safely in the refrigerator system without corroding the metal or generating permanent gas which might ultimately cause rupture through increased pressure?

The medical and chemical officers of the Bureau of Mines and the Public Health Service have had considerable experience in this type of investigations. These experts can within a very short time adequately answer these questions and working with the assistance of co-operative committees which have been suggested can be expected to afford satisfactory recommendations within a comparatively short period of study. Although they naturally refuse to be quoted at this stage regarding the prospects of such work, they are all enthusiastic in their forecast of completely successful investigations which will permit use of any of these desired refrigerants for single-unit household refrigerators without creating any hazard of consequence in the home.